


RINGLING BROS AND BARNUM & BAILEY 15¢

CIRCUS

MAGAZINE AND DAILY REVIEW



FEATURE ARTICLES AND ILLUSTRATIONS BY OUTSTANDING CONTRIBUTORS

A man in a herringbone jacket and hat holds a large, light-colored tobacco leaf high in the air. A woman in a red shirt and light jacket looks up at the leaf with a smile. The background is a clear blue sky.

● Actual color photograph—Andrew Wright shows a fine, light tobacco leaf, before aging.

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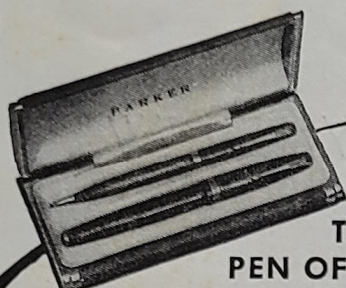
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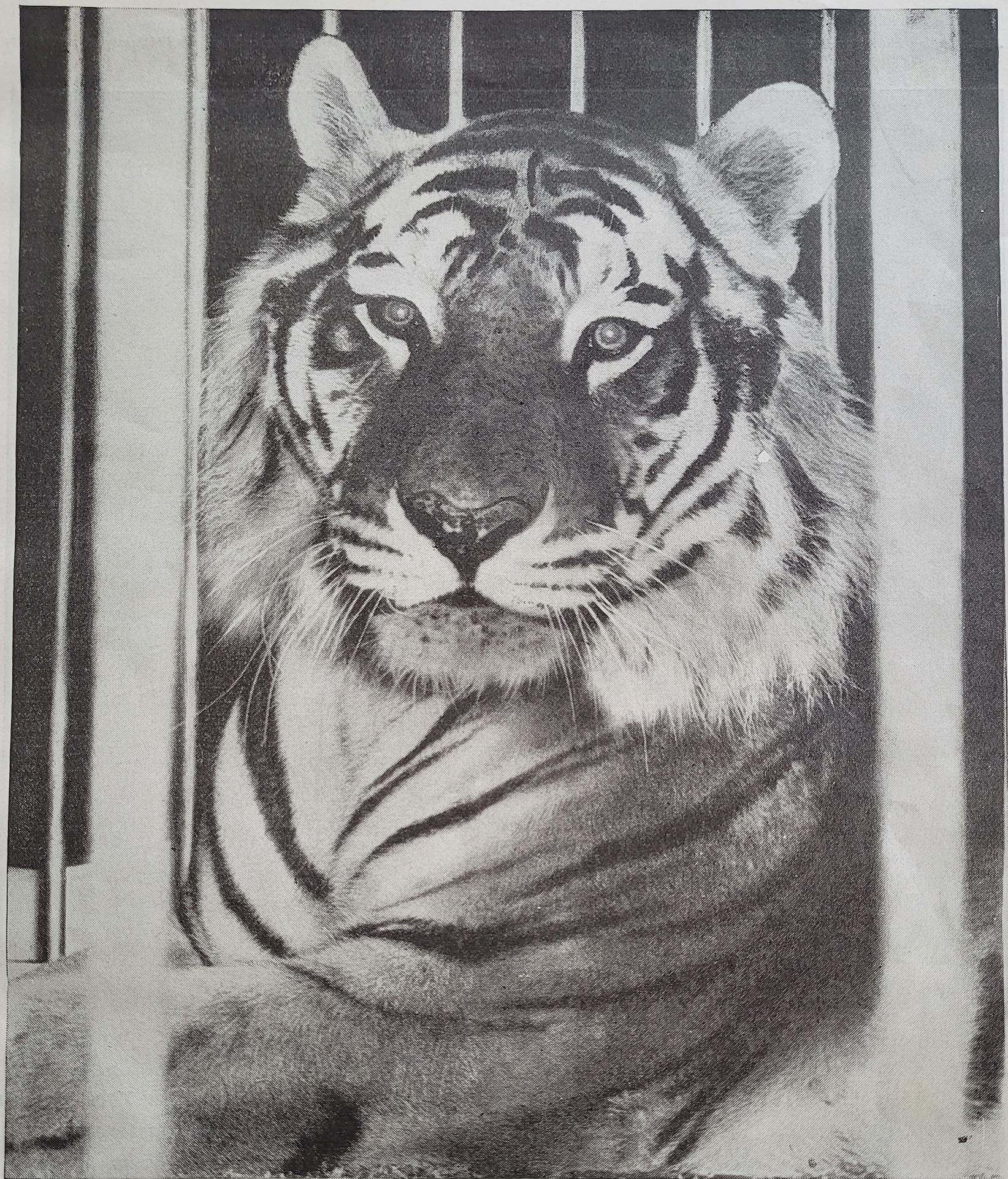
CIRCUS MAGAZINE AND DAILY REVIEW

FRANK J. MAYER, *Managing Editor*

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He's one of the "Big Cats" at Ringling Brothers and Barnum & Bailey circus, and his disposition is none too sweet. He snarls around the way some people do after a sleepless night. By the way, did you sleep soundly last night . . . or did the caffeine in coffee disturb your rest? If so, switch to Sanka Coffee . . . it's 97% caffeine-free, and can't keep you awake. It's *real* coffee . . . *all* coffee . . . *only* the caffeine comes out. The Council on Foods of the American Medical Association says: "Sanka Coffee is free from caffeine effect and can be used

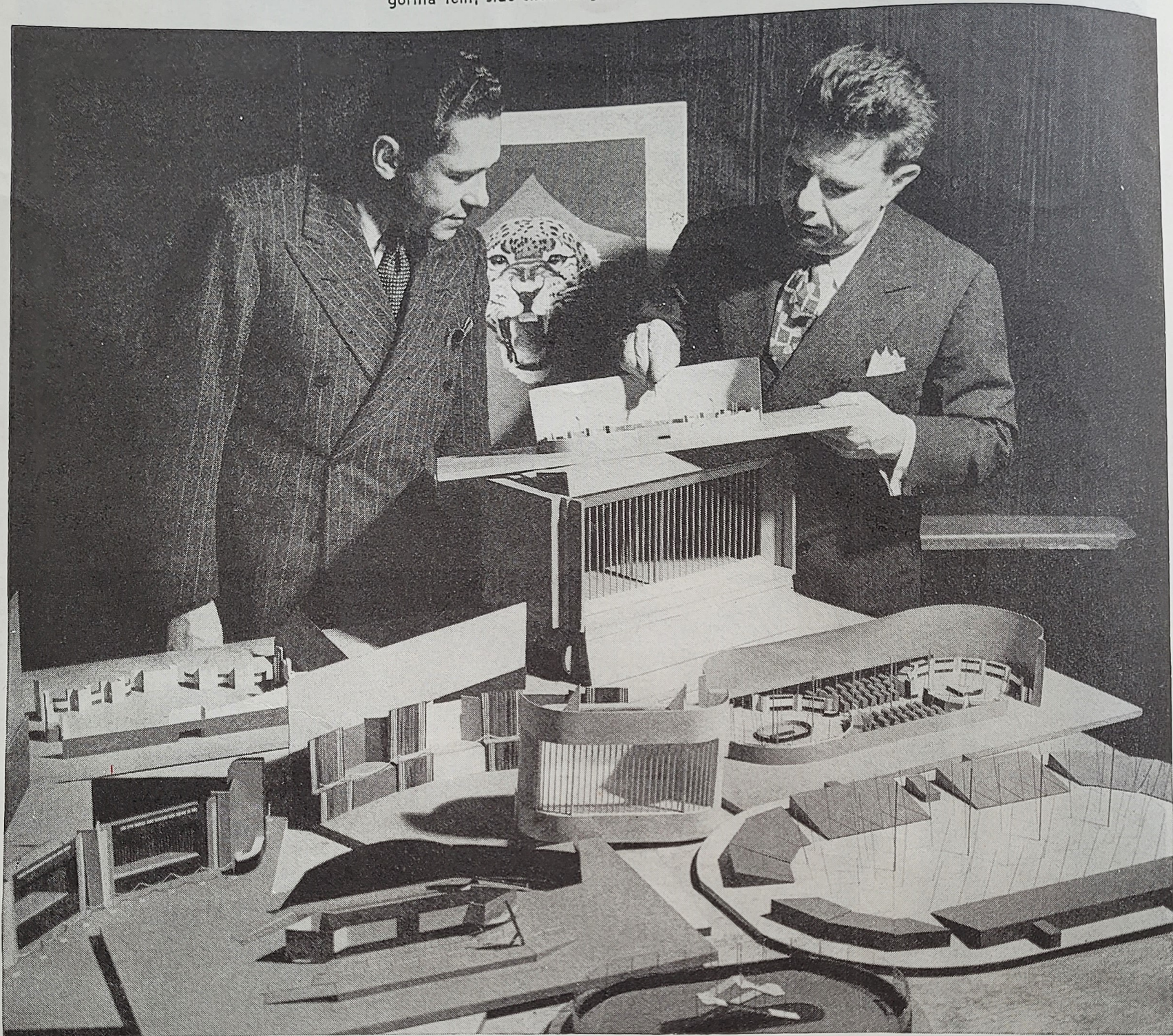
when other coffee has been forbidden." Get Sanka Coffee in "drip" or "regular" grind.



SANKA COFFEE

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DRINK IT AND SLEEP!

John Ringling North, president of The Greatest Show on Earth and Norman Bel Geddes inspect miniature models of the 1941 restyled menagerie, gorilla tent, side show stages, midway and big top.



THE SKY'S THE LIMIT

That's the stake when Norman Bel Geddes, of New York World's Fair Futurama fame, and John Ringling North, master showman, collaborate in redesigning and beautifying the Circus

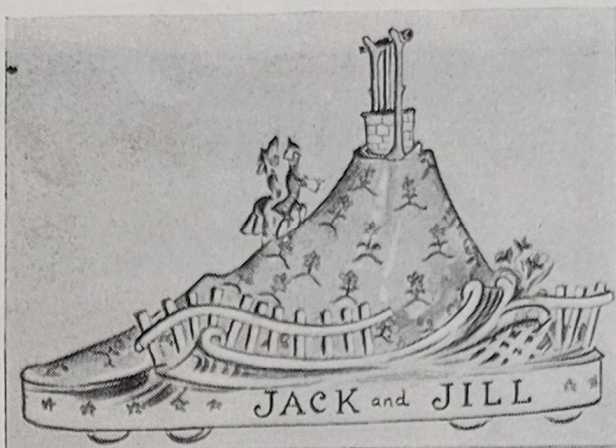
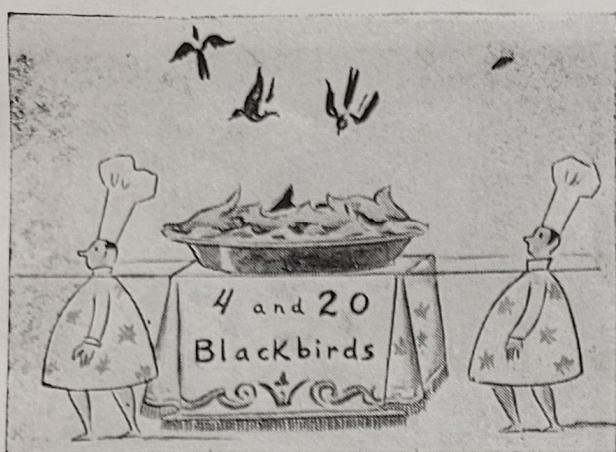
GONE are pomp and panoply from the circus spectacle. Splendor is still there, thrown into high relief by an opulent and humorous extravaganza of nursery rhyme theme—"Old King Cole and Mother Goose"—created, designed and costumed by Norman Bel Geddes, staged by Albertina Rasch and produced by John Ringling North.

"Tom, Tom, the Piper's Son", "Old Mother Hubbard", "There was An Old Woman Who Lived in a Shoe", "Jack and Jill", "Humpty Dumpty"—these, and all the other "Mother Goose" tinkles are brought to life in color, mirth

and beauty for the delight of the children and to make the older folks children again for an hour.

During the last three years, the Ringling Bros and Barnum & Bailey circus has presented huge spectacles, designed by famous artists. But huge as they were and magnificent as they were, they are forgotten when "Old King Cole and Mother Goose", with its triple appeal—stunning color, humor and nostalgia—unfolds before the happy crowds in the stands.

But enthralling as is this fairyland pageant, it is but one



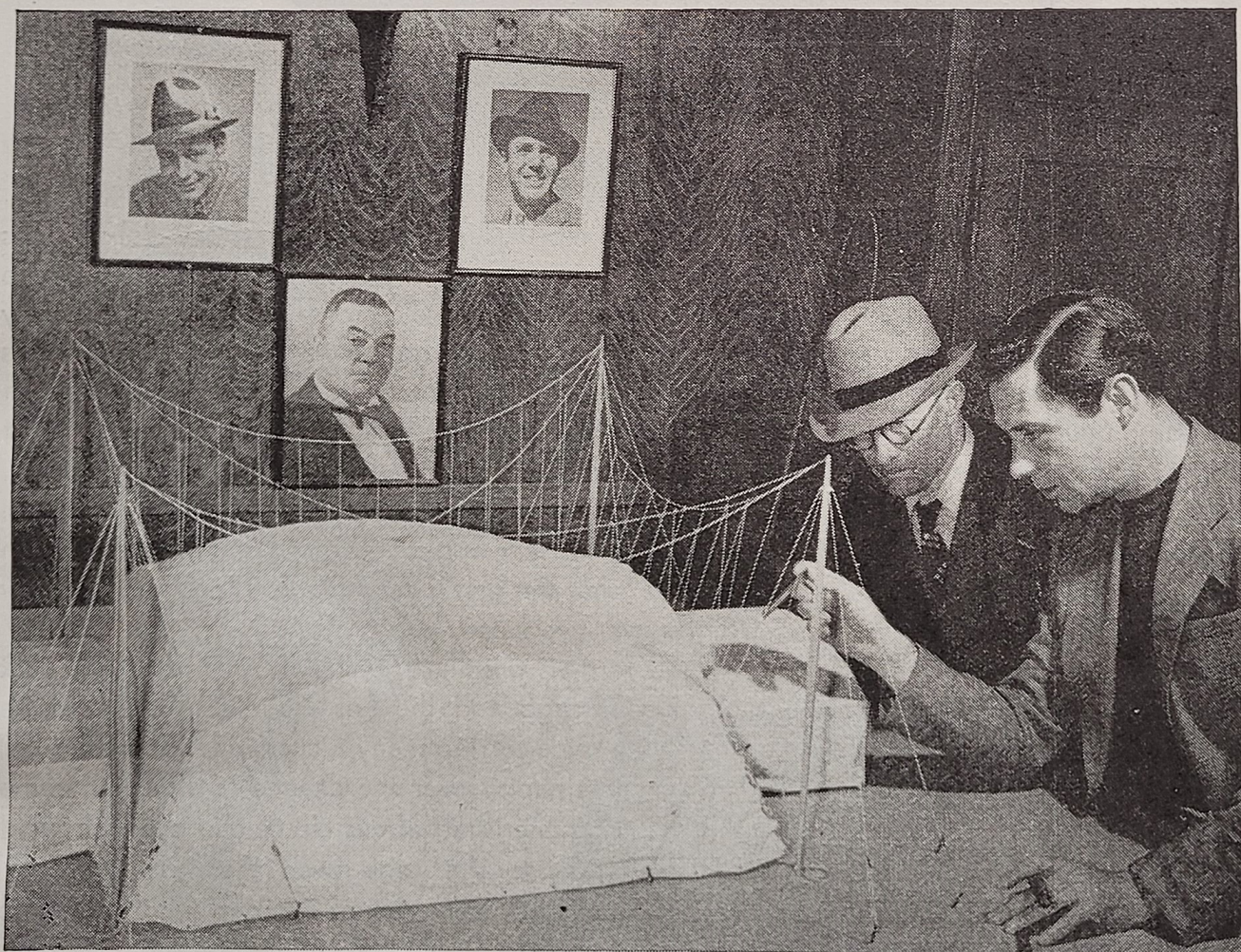
of the revolutionary innovations that the genius of Norman Bel Geddes, fired by the enthusiasm and vision of John Ringling North, has evolved for The Greatest Show on Earth, from its front approach to its back door.

First, is the futuristic tent that Bel Geddes has designed for Mr. and Mrs. Gargantua the Great. It is poleless and suspended by cables looping from four towering, steel pylons. In it the two, huge, white air-conditioned cages of Gargantua and M'Toto are connected, end to end. Three levels of one-way ramps insure the slowly moving crowds a really satisfactory view of the world's most publicized gorilla couple.

The poleless tent of the Gargantuas is a small scale model of the circus big top for 1942.

In the menagerie, Norman Bel Geddes has achieved tremendous effects. By masking in with panels above, below and between the cages, he has two curving walls in each half of the tent, with the barred dens as brilliantly illuminated

A few of the Norman Bel Geddes costume sketches for the new fairyland fantasy, "Old King Cole and Mother Goose," the 1941 circus spectacle.



Henry Ringling North, executive vice president, and Capt. William Curtis, superintendent of canvas, of Ringling Bros and Barnum & Bailey, study technical details in model of the new, poleless tent of Mr. and Mrs. Gargantua the Great.

Suspended from steel pylons 200 ft. high, next year's mammoth big top, 32 times larger than the gorilla tent, will be of like construction.



Albertina Rasch, noted premiere ballerina, celebrated Broadway and Hollywood dance director, who staged the production numbers of the Big Show this season.



PHOTO BY
WIDE WORLD
STUDIOS

recesses in which the wild animals are emphasized against a painted background, depicting their natural habitats. In the centers are a raised platform for the giraffes and a monkey "mountain". In the middle of the tent, between the semi-circles of cages are the fifty elephants, standing in three massed rows on each side of a wide public passageway. The whole scene is made memorable by great batteries of spotlights beating down from the tent dome.

The man who conceived and designed the New York World Fair Futurama has waved his magic wand over the Big Show's midway. The side show front, the lighting, the lines of ticket wagons and concession stands—all are camouflaged in beauty. The banners of yesterday, picturing in mediocre and unimaginative daubs the wonders within, are now done in the alluring poster art of tomorrow. Masked in by decor panels are the ticket wagons and the hot dog booths. The main entrance is a color symphony by day and a neon one by night. The spirit of big top fiesta seizes the circus goer the instant he or she sights the lot.

The Norman Bel Geddes decor is at once apparent in the big top. He has provided a vast setting for the performance that is a joy to the discerning and to the heedless alike. It is the conception of a great and understanding artist.

John Ringling North, his brother, Henry, and Bel Geddes came to a conclusion one night last January. They must have Albertina Rasch, famous dance director of scores of Broadway smash-hit musicals, from Ziegfeld's to Gertrude Lawrence's current wow, "Lady in the Dark", to add her wizard's touch to the big production numbers of the circus—"Old King Cole and Mother Goose", the new Birdland aerial ballet, starring Elly Ardely and costumed by Max Weldy of Paris, the outstanding horse number, "Evening in Central Park in the Gay '90's" and the first Grand Finale The Greatest Show on Earth has ever produced.

Albertina, former premiere ballerina in the New York Century, the Chicago and the Los Angeles operas, whose Albertina Rasch Girls carried many a costly New York musical to a long run, was happy over the chance to work out some ideas she had long cherished about circus choreography and ensemble numbers, so she took over the task with real eagerness. The results are unusual, striking, and they are extraordinarily effective. The little Viennese girl, who was first ballerina at the New York Hippodrome at the age of 15, had real ideas about the circus.

Many new ideas have been worked into the fabric of the

(Continued on page 60)



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"I always made a point of greeting the circus on the back of my Shetland pony. I wanted people to think I had some official connection with the show."

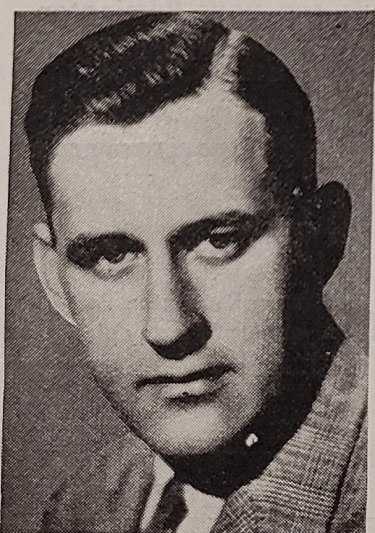
John O'Hara, a classmate of John Ringling North at Yale, forwarded on request the following brief autobiography to accompany his circus story:

"I was born in Pottsville, Pa., the son of Dr. Patrick Henry O'Hara, a circus nut if ever there was one. I started in the newspaper business in 1924, worked on various small town and New York papers and magazines. I am the author of *Appointment in Samarra*, *The Doctor's Son*, *Butterfield 8*, *Hope of Heaven*, *Files on Parade* and *Pal Joey*, from which a musical comedy (music by Rodgers and lyrics by Hart) was made this winter. At present I am also dramatic critic for *Newsweek* and am planning another musical comedy with Rodgers and Hart for next fall. I guess that about covers it."



DRAWING BY RALPH RAY, JR.

FROM WINTER QUARTERS, N.Y. *By John O'Hara*



JOHN O'HARA

the conditions under which this piece is being written with the

OUTSIDE it's bitter cold and there's snow on the ground. Newspaper delivery trucks are roaring and barking, and in the early morning of this wintry New York day I am about as far from the sights and sounds of the circus as it's possible to be. Why, even in darkest Africa I might be running into some cousins of the animal performers; but here the wild life is of a different breed—driving taxis and trucks. So I must try to content myself with contrasting

conditions under which (I trust) it will be read. For the first time in my life I begin to understand the thoughts of a magazine cover artist, sweltering in August in a hot studio as he paints a picture of Santa Claus and a pretty girl for the Christmas issue.

Under normal conditions you will be reading these somewhat bitter words just before or just after the big show, and I wish I were sitting behind you to see how you take it. Snow is all right in its place—Lake Placid, Sun Valley, and other such places. But in New York the snow seems to fall dirty. Anyway it doesn't take long to get dirty once it's fallen. And I suppose the noise a newspaper truck makes isn't much different from the noise of the circus trucks. But at least the men who man the circus trucks are reasonably careful of pedestrians' well being. For a while now nothing is going to

(Continued on page 60)

HE JUMPS THROUGH HOOPS

For the Ace Circus Photographer, Maxwell Frederic Coplan



CASTLE IN THE AIR

Hubert Castle, one of the world's all-time topflight artists of the tight wire, featured by the Ringling Bros and Barnum & Bailey Circus, climaxes a rapid-fire series of exciting feats with a sensational backward somersault through a hoop, landing perfectly poised on the taut steel thread.



**MECHANIZATION
OF MODERN AGE
FAILS TO DIM
GLORY OF THE
CIRCUS HORSE**

**180 Blooded Show
Horses from Finest
American and
European Breeding
Farms with the
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Organization**

THE RINGLING STABLES

By Henry Ringling North

BACK in the early '80's when the youthful Ringling Brothers decided to become circus proprietors they were faced with a multitude of problems, among which none was more paramount than that which had to do with how best they might invest their modest savings in their new enterprise. On many items under discussion they were no doubt divided, but on one they were in immediate and unanimous agreement—the purchase of their first horse.

In those Horse and Buggy days of fond remembrance, the horse was vital not only to the circus performance but also to the movement of the show and at one time the great Ringling Circus had over five hundred horses in its stables. Now the movement of the circus has been largely mechanized to meet the requirements of our modern age, yet the glory and importance of the circus horse has not faded.

Though only a few of the loyal old circus baggage horses

remain in well-earned retirement on the circus farm in Peru, Indiana, here in winter quarters are stabled some 180 blooded show horses from the finest breeding farms in America and Europe. Daily they are to be seen going through a wide variety of training exercises.

In the ring barns and training tents the liberty horses are learning their new routines which they soon will execute with marvelous precision, cued only by the cracking of the ring master's long whip. Ringling liberty horses are probably the most beautiful in the circus world, as only registered saddle bred horses are used for these acts. Each winter 3- and 4-year-olds whose dams, sires, grand dams and grand sires ad infinitum have won blues at the nation's leading horse shows, serve their circus novitiate.

The finest high school and dressage horses, horses that go through a variety of fancy steps and gaits at the invisible cues of their riders, are generally European bred and trained. Our stables boast several graduates of the famous Spanish Riding School of Vienna, an institution for equitation founded by a Hapsburg Emperor during the 18th century. These horses were bred in Hungary from Arab stock.

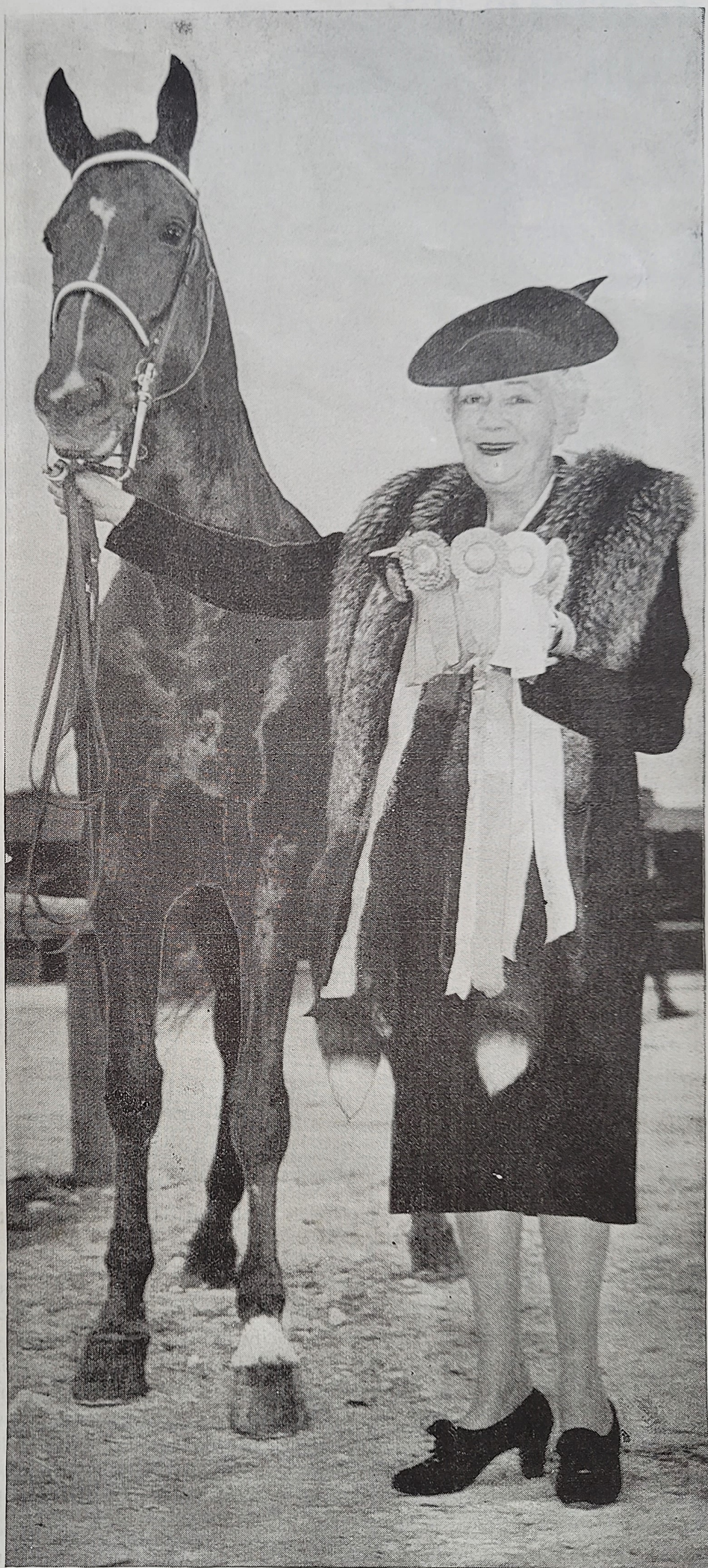
The American saddle bred horse is also quite adaptable to this type of schooling and our great Portuguese trainer, Count Roberto de Vasconcellos, has two beautiful Kentucky bred horses learning the same routines accomplished by his Andalusian horse, Belmonte.

The bareback riders likewise are busy breaking the big Percherons and Belgians to the easy gait that makes the daring tricks of their agile riders possible. Though as I have said, the day of the circus baggage horse has passed we still have a place in the performance for these working breeds and have recently purchased a six-horse

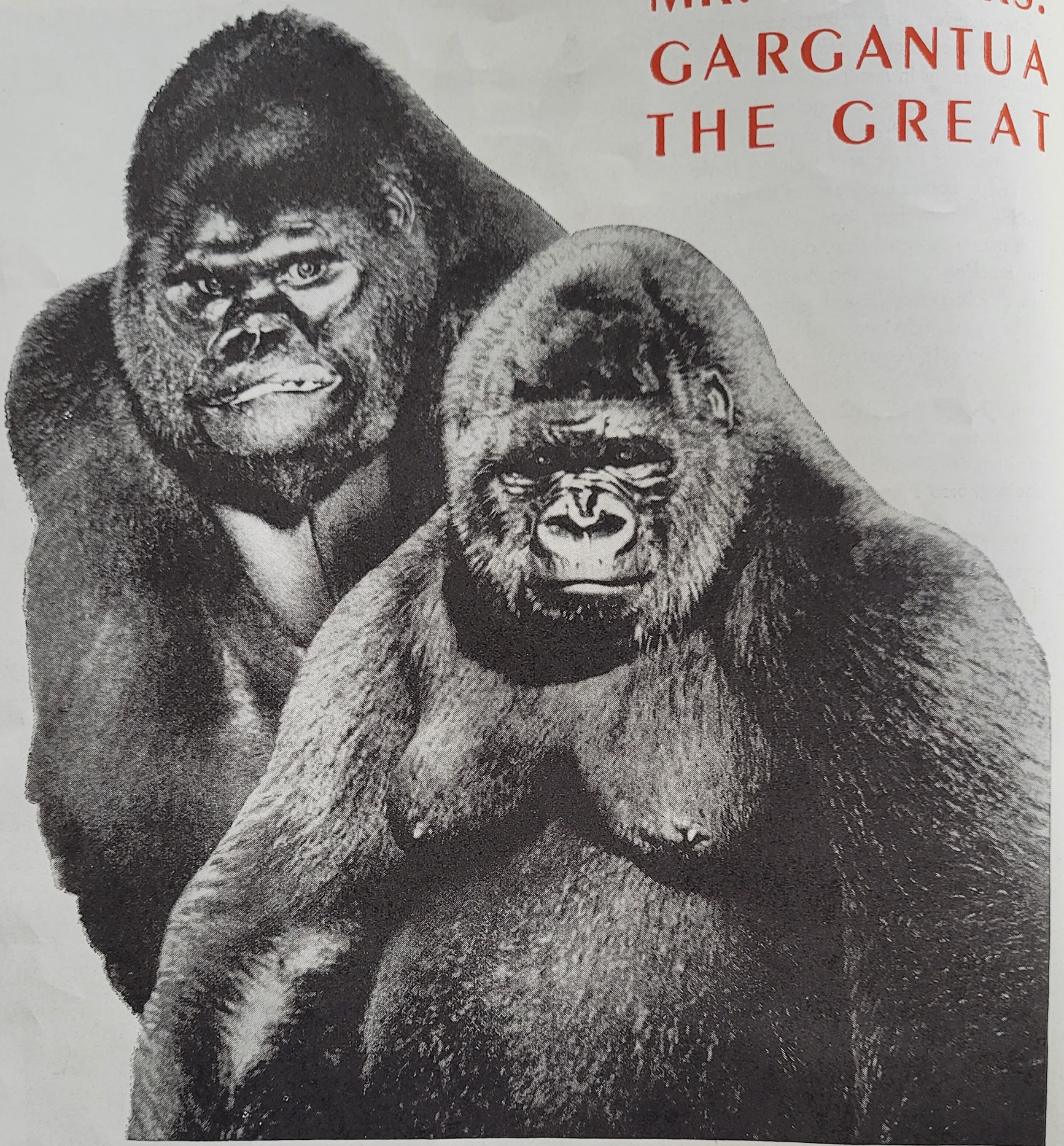
(Continued on page 51)

MRS. IDA RINGLING NORTH, only sister of the Ringling Brothers and the mother of John and Henry North, present directing heads of the circus.

Mrs. North, who rode many fine circus horses in the side saddle days, is here proudly displaying a silver cup full of ribbons won by the circus champions at the 1941 Miami Biltmore Horse Show.



MR. AND MRS. GARGANTUA THE GREAT



The world's most publicized gorilla couple, featured by the Ringling Bros and Barnum & Bailey circus.

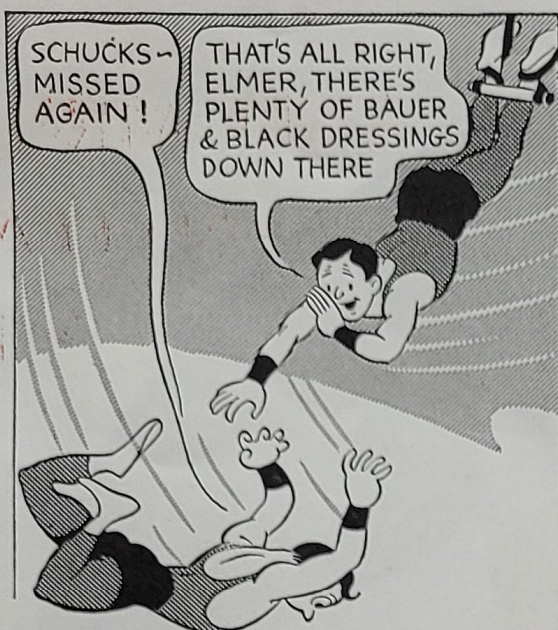
NOT even in the brave old days when Jumbo was a household word, thanks to P. T. Barnum's ballyhooing, did the Big Show gather unto itself the publicity that the romance between Gargantua the Great and M'Toto, girl gorilla of the Belgian Congo and Havana, Cuba, heaped upon it.

From the moment the engagement was announced, the world became intensely interested in this gorilla couple. The fiancée's trip to Port Everglades, Florida, by railroad ferry, her reactions to confinement in her \$20,000 air-conditioned cage, a duplicate of Gargantua's famous rolling cell-block,

and, finally, the placing of the two cages end to end at the Ringling Bros and Barnum & Bailey Sarasota winter quarters for the bride's and groom's first look at one another—all the news of these incidents the world eagerly awaited.

Now Mr. and Mrs. Gargantua the Great are on tour, receiving the public in the futuristic, poleless tent that Norman Bel Geddes designed for them. They are, of course, the greatest feature that the amusement world has ever known.

When will they mate? Who can tell—maybe tomorrow, maybe next week? Anyway, Gargantua is crazy about M'Toto. That's as it should be.



RINGLING BROS. AND BARNUM & BAILEY use BAUER & BLACK First Aid Supplies

● Know how many folks make up Ringling Bros. and Barnum & Bailey Circus? 1600—the population of a small town! And to care for this traveling town, Ringling Bros. is ready for anything—with its own hospital, its own infirmary. Like many of America's leading hospitals, Ringling Bros. uses Curity Bauer & Black Dressings and hospital supplies.

For many years Curity Bauer & Black First Aid Supplies have been "standard" equipment in thousands of American homes. Be sure your medicine cabinet is complete—with Curity Bauer & Black Cotton, Gauze, Wet-Pruf Adhesive, Handi-Tape (convenient ready-made bandages for small cuts) and Burn-A-Lay for burns and blisters.

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THE EYES HAVE IT

"What do men notice first about women?"

Seven prominent "men" were interviewed recently on this subject. And, with the whole realm of feminine charm to choose from the majority voted, "Eyes".

If this test poll of famous men holds true for others, then the majority of the men **you** meet give more attention to **your** eyes than to any other feature.

But do **YOU**? Here are a few make-up tips which will point up their natural loveliness.

1. Make your eyes appear larger:

Curl the lashes upward with Kurlash, the popular eyelash curler. This gives the eyes a wider, more open expression. It also makes them appear more youthful, by sweeping the lashes in an upward line, rather than a drooping line which always portrays age.

2. Keep your brows groomed:

Fashion and taste agree that natural-looking eyebrows are loveliest, so don't try to change their shape. Simply remove all straggling hairs that grow above or below the curve, and across the bridge of the nose. There's a new Twissor with scissors handles that gives perfect leverage for this job. The handles are cleverly curved to give you a clear view of the brows while tweezing.

3. Encourage luxuriant lashes and brows:

The faithful use of Kurlene, a scientific lash cream, will help to promote luxuriant lashes and brows. It will also train and keep unruly hairs in place and gives eyelids that soft "dewy" effect. Used on the Kurlash, the lash cream will help to make the lashes curl more naturally and remain curled longer.

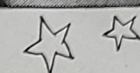
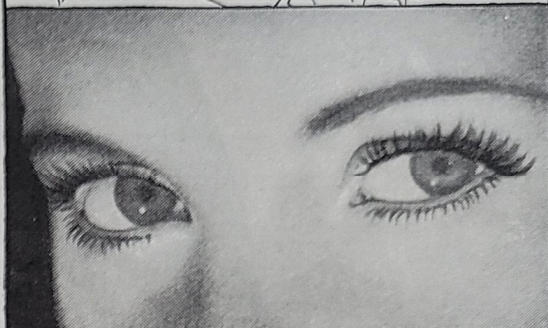
4. Use mascara with restraint:

Even the longest lashes have light tips which do not show up against the whiteness of the skin. Darkening these tips makes the lashes look longer and more luxuriant. There's a new mascara compact which combines two colors, in one case, for daytime and evening glamour. This case has a little sponge moistener, too, which holds enough water for several applications.

5. Apply eye shadow with brush, not finger:

To achieve an expert make-up, try using a fine paint brush to apply eye shadow. The use of such a brush avoids that cheap "make-up" look, now so outmoded. Experiment with two shades, such as light blue and violet; blue gray and green; or a tiny touch of mahogany, if you have a glint of red in your hair.

THE CLEVEREST ACT OF ALL!



KURLASH makes your eyes lovelier in a jiffy!

Just a little of your time—a small amount of your money, and you can have lashes that sweep *upwards* in romantic fashion...lashes that curl away from your eyes, making your lashes appear longer, darker and lovelier, making your eyes seem larger and livelier!

Start curling your lashes regularly with KURLASH, the dainty eyelash curler that performs its beauty-miracle in less than half-a-minute. KURLASH is easy to use—makes such a difference. \$1.00

A word about Kurlene

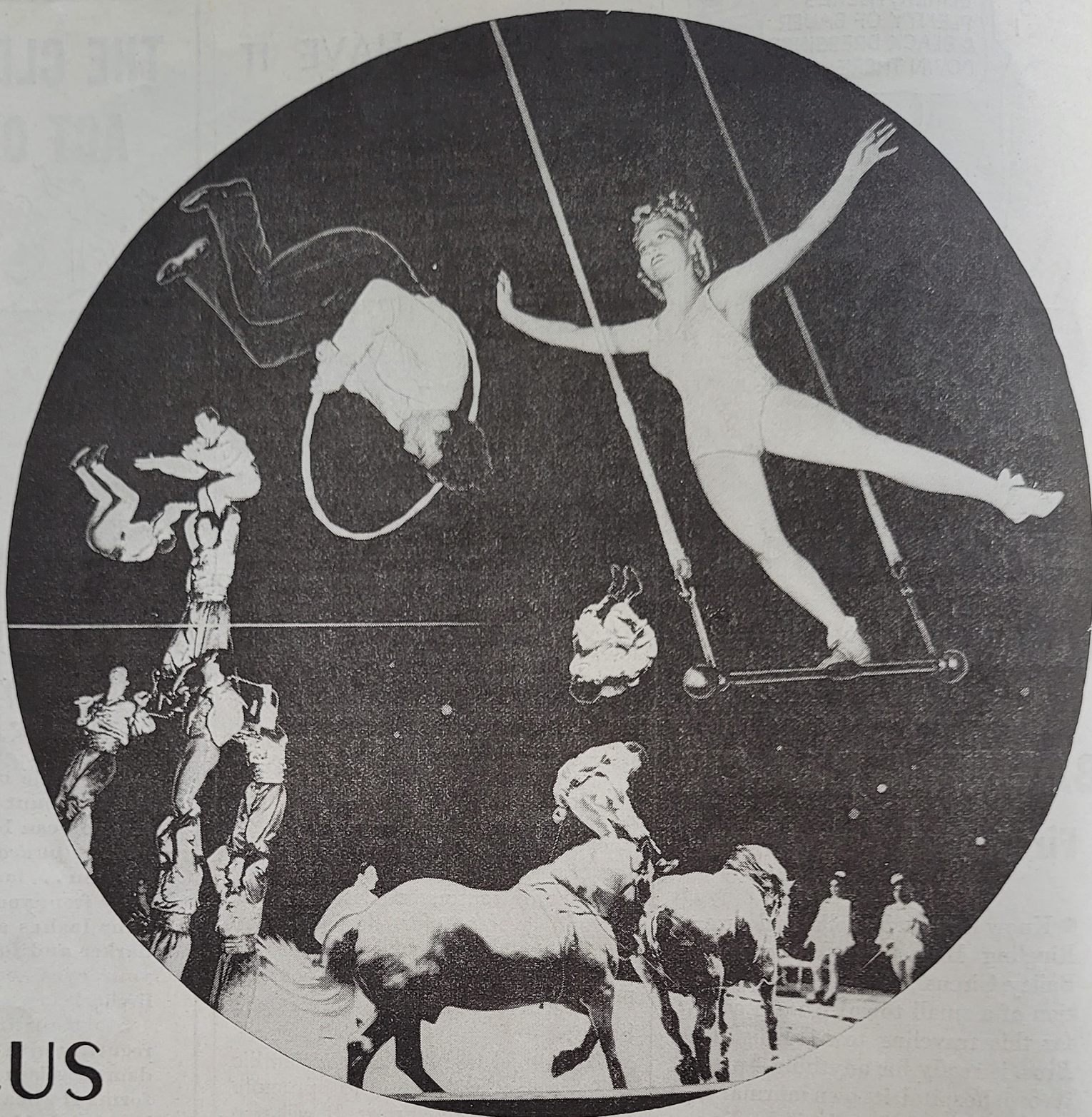
KURLENE is a scientific oily-base cream. Touch it to your lashes before using KURLASH. It emphasizes the beauty of your lashes—makes the curl last longer. 50¢



Write Jane Heath, Dept. RB, for free chart analysis of your eyes and how to make the most of them. State color of eyes, hair and skin. For a generous trial tube of Kurlene, enclose 10¢ in coin or stamps.



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THE KURLASH COMPANY, INC.
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THE CIRCUS MARCHES

By
Courtney Ryley Cooper

It is spring. The Big Show's in the Garden, and all New York seems to trudge, ride in limousines and whizz by subway to see the rollicking clowns, the proudly stepping horses, the great, hulking elephants and the spangled performers in their glory and their grace.

It is circus time in New York, and all of the big town thinks and talks circus. The ta-ra-ra of the trumpets stirs the wine of youth in blood that has streamed through veins hardening with fifty to seventy to eighty years of pipe-line service.

Youth fans the wrinkled faces of the old, makes them radiant with the magic light of faith in the goodness of all the peoples of the world. The lure of the Big Show compels the steady patter of happy children's feet toward the portals of the great building on Eighth avenue, where fairyland becomes reality for them during those wonder hours when pageantry,

Editor's Note—This article by the late Courtney Ryley Cooper, so far as we know the last circus story ever written by this famous author, was received last spring too late for publication in the Ringling Bros and Barnum & Bailey 1940 Magazine and Daily Review.

While Ryley Cooper ranked as one of America's most brilliant magazine writers and was a widely read novelist, he was ever at heart a circus press agent. He was never so happy as when he was with the press agents of the Big Show. He was "in" on many of their projects and publicity coups. He was their friend and counsellor.

Always with him at the circus was his wife, Genevieve, who loved the show as much as he. Mrs. Cooper termed him a gallant cavalier with a singing heart. That he was in full measure.

high adventure and true beauty reign in ring, on track and stage. It's the happy hour for young and old, poor and rich, the despairing and the defeated ones, the hour of escape

into the one Utopia that is on earth. It is the hour, the day, the month when The Greatest Show On Earth brings sweet and joyous peace to our portion of a troubled world.

Thinking these thoughts, I sat in the press room in Madison Square Garden with Roland Butler and Frank Braden talking of the might and heart of the Ringling Bros and Barnum & Bailey circus, of its beginnings, its incredible flight to dominance and prestige, its ever increasing value to the American scene. It occurred to me, and I lay emphasis on the thought, that the Ringlings and Barnum and Bailey—and now John Ringling North and his brother, Henry—have achieved something vital to the happiness of a nation. That the great circus had become one of the bulwarks of our country, an institution symbolizing the right of every American to freedom, the pursuit of happiness and to the peaceful way of life.

The high, melodic cornet triple-tonguing of Merle Evans, leading the circus band, seeped into the press room. I became restless. I led the way to the arena side entrance, where we stood with performers watching the action and the color of a spectacle to be seen no other place on this revolving globe.

Around me were young athletes from all the belligerent and neutral countries of Europe and Africa, Australia and the Asiatic shores, and they knew not hate. With their countries at each others' throats, they were kin under the soothing beneficence of a common circus heritage. I spoke to Elly Ardely, the tiny and intrepid aerial star, and to Truzzi, the flashy juggler, and to Charly, the bounding trampoline star, about this. They smiled and shrugged: "The circus is our life," they said, "and we are all brothers and sisters working together with it."

War and hell on wheels, on wings and on the seas tearing at the minds and hearts of millions abroad, I thought, and here we have an example of what could be were not nations misled, hoodwinked or muddled into conflict.

Alfred Court, the Frenchman, master of all masters in the training of mixed groups of wild animals, stopped by with three of his trainers—one a German, another an Englishwoman and another an Hungarian. They were fellow artists together, friendly, fond, with no thought of anything but their common interest—their jungle pupils.

"La-a-aadies and Gentlemen," came the voice of the announcer, "Ringling Bros-Barnum & Bailey take pleasure in presenting—" It was the introduction for Roberto de Vasconcellos, the first horseman of Europe. We watched this matchless centaur under the white spotlights and returned to the press room.

I was thinking of the old saying that the circus never changes and the bromide of my first years ahead of the white tops, "You see one and you see them all." I heard again Harry Tammen's laughing rejoinder: "My circus can lose more money than any two other circuses on the road."

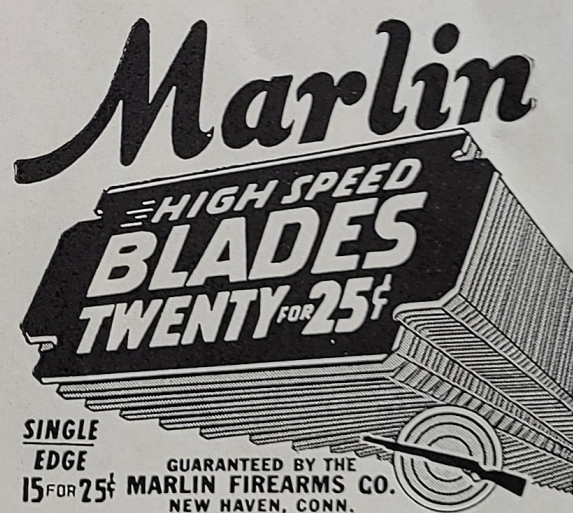
My thoughts turned to the men who care for the business end of the Ringling-Barnum show. To John Ringling North, who has given the outfit a new lease of life—with Gargantua, with new production, with theatre lighting, with streamlining, with air-conditioning, with the world's best acts, with blue ribbon horses, with this year a blue big top and with new and beautiful opening spectacles.

I thought of the seventy or eighty men ahead who route, bill and advertise the Big Show generally, of the men who put it in cities, on lots and who fix for its exact arrival and setting up. I thought of the men under George Smith, who put 'er up and tear 'er down, of the train crews, of the polers, the elephants that load and unload 'er. I thought of the men who build each year new tents in the sail loft at Sarasota winter quarters. I thought of the legal adjusters who take care of claims "agin' th' opera," of the cookhouse and its operators, who feed the great troupe of some 1,700 persons, of Fred De Wolfe and his wagon men who watch the money bags and receive and disburse so many thousands daily—yes, I thought of these and many more, all of whom create and maintain the efficiency that the world calls "circus system."

I gazed thoughtfully at Roland and Frank, who, since my days of press agenting, have moved from their daily town-to-town publicity to newspaper and magazine hits of national scope, who have done a job for The Greatest Show on Earth that is so impressive it almost awes men who write, sell or plant stories of any and all kinds, be their products amusements or industrial outputs.

I thought of all these things that the Ringling circus has and had done. I thought of the loyalty of its personnel and of its new and youthful leadership. I added up the changes for the better and I was overwhelmed with the total. That total is now more than ever worthy of The Greatest Show on Earth—Ringling Bros and Barnum & Bailey. The Big Show is part of a new and changing America, an institution of which America should be and is proud. It marches.

Yes, the Big Show marches—with banners bright in the sun of inspiring and happy tomorrows.



Heed The Call to
HEALTH AND HAPPINESS
HOT SPRINGS
NATIONAL PARK • ARK.

Write For
Free Booklet
FRANK W. BYRNES
Manager

RATES FROM
\$2 DAILY

HOTEL
MAJESTIC
APARTMENTS AND BATHS



ALFRED COURT, world's greatest trainer of wild animals and three of his three score jungle-bred performers with the Ringling Bros and Barnum & Bailey Circus.



THEIR MASTER'S VOICE

ALFRED COURT cares for his voice as painstakingly as does an operatic baritone. He is the world's foremost trainer of wild animals and he controls them by vocal commands. His three mixed groups of jungle and forest-bred performers have long been acclaimed in Europe as the greatest ever seen.

They appear as an outstanding feature of the Ringling Bros and Barnum & Bailey circus. They are presented in three steel arenas simultaneously, and include lions, tigers,

Himalayan, Tibetan and Polar bears, black leopards, black panthers, black jaguars, spotted leopards and panthers, pumas, cougars and Great Dane dogs. No other such groups have ever been displayed anywhere on earth. The demoniac fury and treacherous characteristics of these natural jungle enemies, when working together contrary to all jungle laws, have defeated other trainers.

But the great Court teaches by voice. His theory of
(Continued on page 19)

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU
EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR, AND



28%
LESS
NICOTINE

than the average of the 4 other largest-selling brands tested—less than any of them—according to independent laboratory tests of the smoke itself

WHEN you get right down to it, a cigarette is only as flavorful—only as cool—only as mild—as it smokes. The smoke's the thing!

Obvious—yes, but important—all-important because what you get in the smoke of your cigarette depends so much on the way your cigarette burns.

Science has pointed out that Camels are definitely slower-burning (*see right*). That means a smoke with more mildness, more coolness, and more flavor.

Now—Science confirms another important advantage of slower burning . . . of Camels.

Less nicotine—in the smoke! Less than any of the 4 other largest-selling brands tested—28% less than the average!

Try Camels. Dealers everywhere feature Camels at attractive carton prices. For convenience—for economy—buy your Camels by the carton.

R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

THE SMOKE'S THE THING!



By burning 25% slower than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking *plus* equal, on the average, to

5 EXTRA SMOKES PER PACK!

CAMEL—THE SLOWER-BURNING
CIGARETTE—

ON THE LOT

IT'S A "Breakfast of Champions"



ANTOINETTE CONCELLO

Famous Aerialist, says:

"When the breakfast tent opens in the morning, I'm always right there for my Wheaties, milk and fruit! Wheaties have got a grand flavor that helps me start my day off just right."

When it's breakfast time on the lot, circus folks demand a good square meal — one that won't let them down! And that's one reason why you'll see those famous orange and blue Wheaties packages on almost every table. Clowns, animal trainers, acrobatic stars, canvasmen, drivers all enjoy their "Breakfast of Champions" regularly!

This delicious combination of Wheaties, milk or cream and fruit delivers a lot of good, solid nourishment — the kind of nourishment that sticks by you right through the morning. And that ought to be just as important to you as it is to the folks who thrill you under the big top.

What's more, a "Breakfast of Champions" tastes like a million. The extra-special malty flavor of those golden toasted whole wheat flakes gives you the kind of flavor that should make breakfast a big event in your day!

Get in on this swell eating right away! Order Wheaties and treat yourself to a keen-tasting, nourishing "Breakfast of Champions" tomorrow morning — and every morning from now on!

FELIX ADLER

King of Clowns, says:

"A clown's life isn't all fun and laughs. Being a clown is pretty strenuous work. That's why I need a man-sized breakfast—one that sticks to my ribs right through the morning. I've found that a 'Breakfast of Champions' really does the job. It gives me keen flavor and I've discovered that it contains the kind of nourishment I need—and then some!"



Wheaties and advice using grains made for them are accepted by the Council on Foods of the American Medical Association.

"Breakfast of Champions"

WHEATIES

WITH MILK OR CREAM AND FRUIT

Wheaties and "Breakfast of Champions" are registered trade-marks of General Mills, Inc.

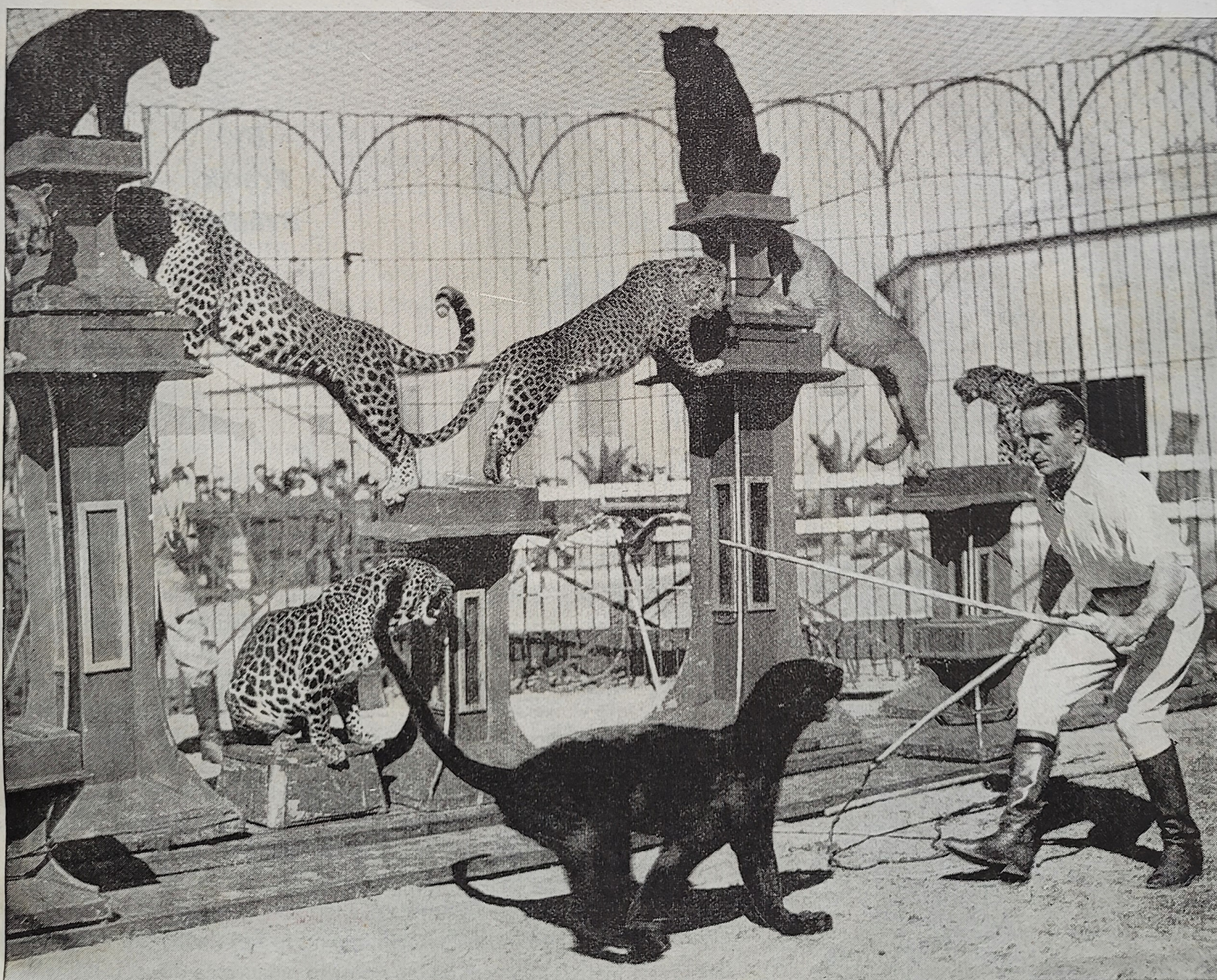
THEIR MASTER'S VOICE

(Continued from page 16)

training is that the voice must control, must be the final authority. He uses no guns, no spiked poles, no clubs. He was a circus owner in France, Belgium and Spain, when his love of animals and his hatred of brutality impelled him to prove his theory of kindness in animal teaching, that the voice alone is sufficient, when intelligent guidance of the wild creatures' characteristics is logically pursued.

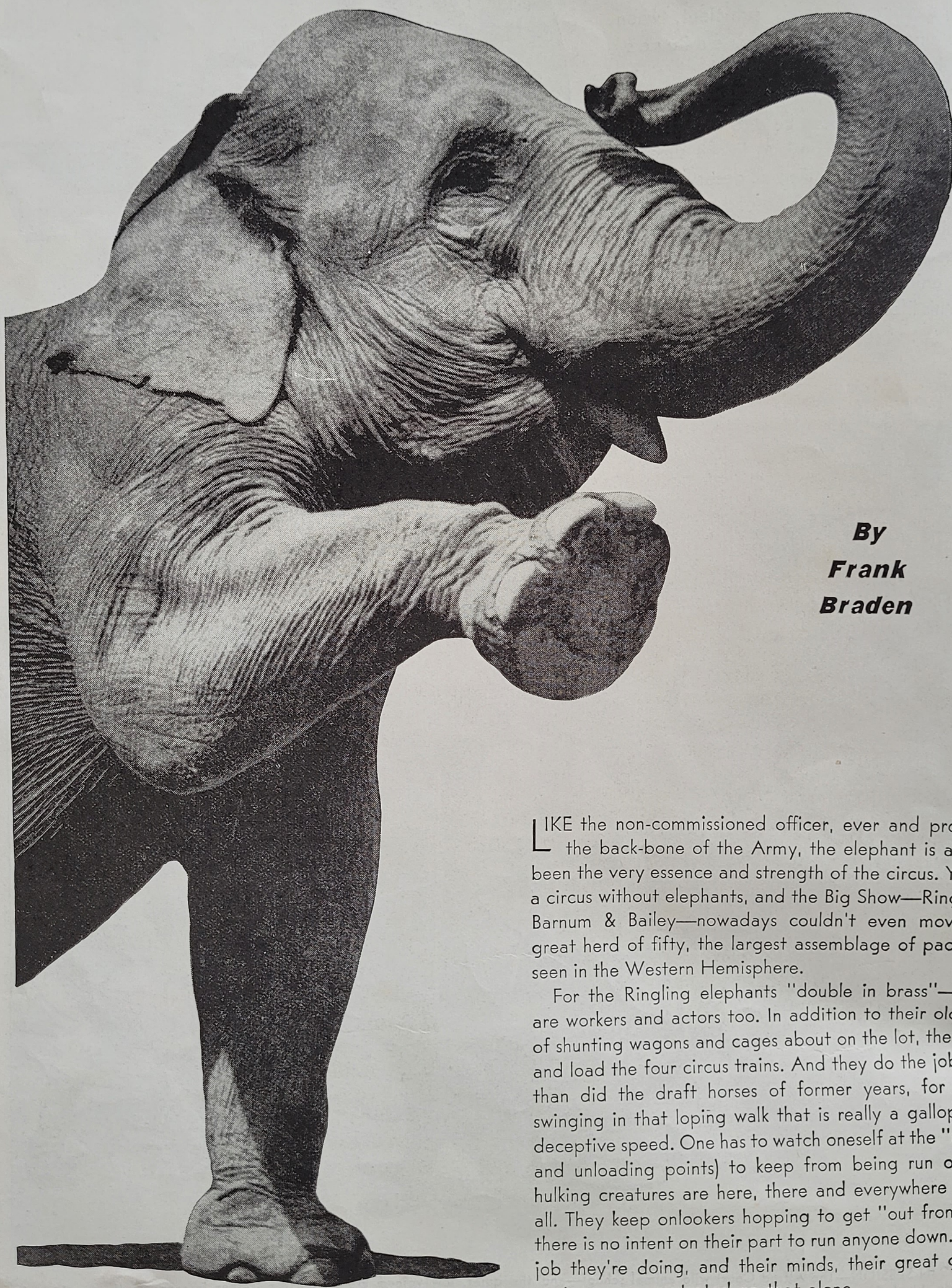
Several years ago Court, who is a wealthy man, with a large hotel in Nice, where he also owns a villa, decided to retire. He did so, basking in the sunshine of the Mediterranean, enjoying his well deserved ease. But it didn't last. Within the year he had rejoined his beloved wild animals, showing under his trainers in the larger European cities.

Court's wild animals, their schooling and their presentation are his life. The man lives for nothing else.



SCHOOL IS IN SESSION—The Alfred Court wild animal school—and the quiet, low voiced French master trainer is seen gently teaching his spotted leopards, black jaguars and panthers, pumas and black leopards new routines. No fuss, no guns, no chairs, no prods.

TO THE ELEPHANTS —GOD BLESS THEM



**By
Frank
Braden**

LIKE the non-commissioned officer, ever and properly termed the back-bone of the Army, the elephant is and always has been the very essence and strength of the circus. You can't have a circus without elephants, and the Big Show—Ringling Bros and Barnum & Bailey—nowadays couldn't even move without its great herd of fifty, the largest assemblage of pachyderms ever seen in the Western Hemisphere.

For the Ringling elephants "double in brass"—that is, they are workers and actors too. In addition to their old-time chores of shunting wagons and cages about on the lot, they now unload and load the four circus trains. And they do the job much faster than did the draft horses of former years, for an elephant, swinging in that loping walk that is really a gallop, moves with deceptive speed. One has to watch oneself at the "runs" (loading and unloading points) to keep from being run over. The big, hulking creatures are here, there and everywhere in no time at all. They keep onlookers hopping to get "out from under." Yet there is no intent on their part to run anyone down. It is just their job they're doing, and their minds, their great good will and gusto are concentrated on that alone.

They pace the show. The swift working tempo that brings the city of tents into being day after day is truly set by the huge, amiable animals.

Because of their performing ability and their amazing flair for swift, power-house labor, the Ringling elephants are, with only two or three exceptions, worth today \$10,000 each. Some of them were bought for as little as \$2,500, but they have since been educated as performers and as workers. It is also true that the war has stopped the importation of elephants.

There's no cargo space for them in ships touching at India and other Asiatic ports. You must not plan to buy an elephant for a year or so. Make it a fox terrier.

The heaviest of the Big Show elephants is "Babe", who tips the scales at 10,650 pounds, while "Trilby", the tallest, weighs 9,600 pounds. "Modoc", the best known



of the entire herd, weighs around 10,000, and is worth \$20,000 because of her solo dancing skill and extraordinary working ability. But "Babe" and "Trilby" rate in all ways only a notch below the famous "Modoc". There are really no mediocre "bulls" in the herd, unless you class the two African pygmies as second rate performers, for they simply can't act. They are the Corse Peytons of elephantland's histrionic efforts. But they are unique in that they are African pygmies, and they can challenge even "Modoc" as to their circus worth. Right now, with embargoes in the picture, the pygmies can write their own ticket—up to, say, \$25,000 apiece.

Walter McClain, veteran superintendent of elephants for The Greatest Show on Earth, knows his fifty four-ton charges like a doting father knows his children. Many of his "bulls" were with him 23 years ago. "Trilby" is the foremost of these, as she was with the Sells-Floto circus (later a Ringling operated show) when Walter joined out as a boy. "Trilby" was in a middle-ring act that was unbeatable in those days. Starring in it was "Snyder", a famous performer, and the father of the only elephants ever born in captivity in America—that is, with the proof on hand. There are tales of a birth here and there over the land in the old, brave days of many circuses, but nobody can quite make good on the evidence. There is, of course, the tale of an American born Ringling elephant, but there is also another tale that it was shipped into winter quarters at Bridgeport, Connecticut. However, Walter has the dope on the "Snyder" children, and he has witnesses on the show to back him up.

"Snyder" had five babies in all, four by "Alice" and one by the grand old elephant that the late Courtney Ryley Cooper made famous—"Old Mom", dead these last six years. Walter was present when the famous "Little Miracle" was born. As was her custom, due to fear that men would harm her offspring, Alice tried to kill the baby the instant it was born. Walter, Henry Bouchier and other animal experts dragged the infant to safety, and, believe it or not, theirs was a dangerous task. Then "Alice" would not nurse the child. The show wired for experts to come to the Denver winter quarters and save the little elephant. They did, and compounded a milk drink that approximated the mother's supply. As this was the third elephant born to "Alice", there was a great deal of knowledge about raising elephant babies available on the

show, but that did not save "Little Miracle". After six months the cute little pachyderm, no larger than a calf, died on the road. The baby had been widely advertised, and the show lost much money in posters that were no longer useable and in potential customers who were eager to see the only baby elephant to be born in America. But, as the man says, that's show business.



Walter recalls that the fourth baby, "Prince Utah", was born to Alice after the show left her in the Salt Lake zoo. He and none of the oldtimers on the Big Show can recall whether "Alice" nursed "Prince Utah", but all have the impression that she did. The zoo had all sorts of dope on "Alice's", children, plenty of time and space to care for her, so it may be that she nursed it.

The fifth baby was born to "Old Mom" in Sheboygan, Wisconsin, although a certain press agent and a large group of Milwaukee newspaper men collaborated in a "white hoax" while "Old Mom" was laboring with the child. The first section of the show trains arrived in Milwaukee in the early morning hours. "Old Mom" seemed about to have her baby, so the papers took a chance. The elephant child was born that morning, according to the stories, and named "Milwaukee". Everybody was happy, but it is likely that someone wondered why the infant was not on exhibition then or ever. As a matter of fact, the child was born two days later in Sheboygan—dead. "Old Mom" was heart broken. She would have nursed her child, had it lived, and there might today be an adult American born elephant in the Ringling herds, had the little fellow not been still-born.

Good old "Trilby" and "Kass" and "Mo" sway back and forth in the Big Show's elephant lines today, and doubtlessly mull over these unique elephant births that occurred when they were young and Walter, their chief, was a punk in his teens. They have been together a long time—Walter, "Trilby", "Kass" and "Mo"—and whether an elephant ever forgets or not, they do have memories. And so has Walter—plenty.



Walter remembers "Snyder's" tragic end. "Snyder" went mad on the lot, tossed pole wagons, candy stands and cages of lions high into the air one morning in Salina, Kansas. "Trilby" was there, and the elephant men turned her loose to entice "Snyder" back into the fold. "Trilby" was then a 1920 flapper, beautiful and glamorous, but she was that fateful forenoon just another darned dame to "Snyder". He ignored her and squared off to charge the draft horse tents, blood in his eye, trunk curled high.

But in those days, as now, neither man nor devil could harm a Ringling draft horse while one driver or hostler could still stand and give battle. The six, eight and ten-horse drivers and the grooms were there, lined up in Waterloo formation—a thin, ragged line, kneeling, pitchforks at the ready, and behind them a standing line, pitchforks at the charge.

"Snyder" was mad, with over a hundred National Guard bullets in his mighty body, but the sight of that motley double

(Continued on page 69)

SAMSON IS NO GOOSE!

SAMSON the Goose is no goose about some things. For instance, he knows the entire musical score of the Ringling Bros and Barnum & Bailey Circus band.

Samson, who is fifty per cent of the clown act of Paul Wenzel and Samson, puts his knowledge to good use. His human partner may lose track of time and miss his cue for an entrance during the performance.

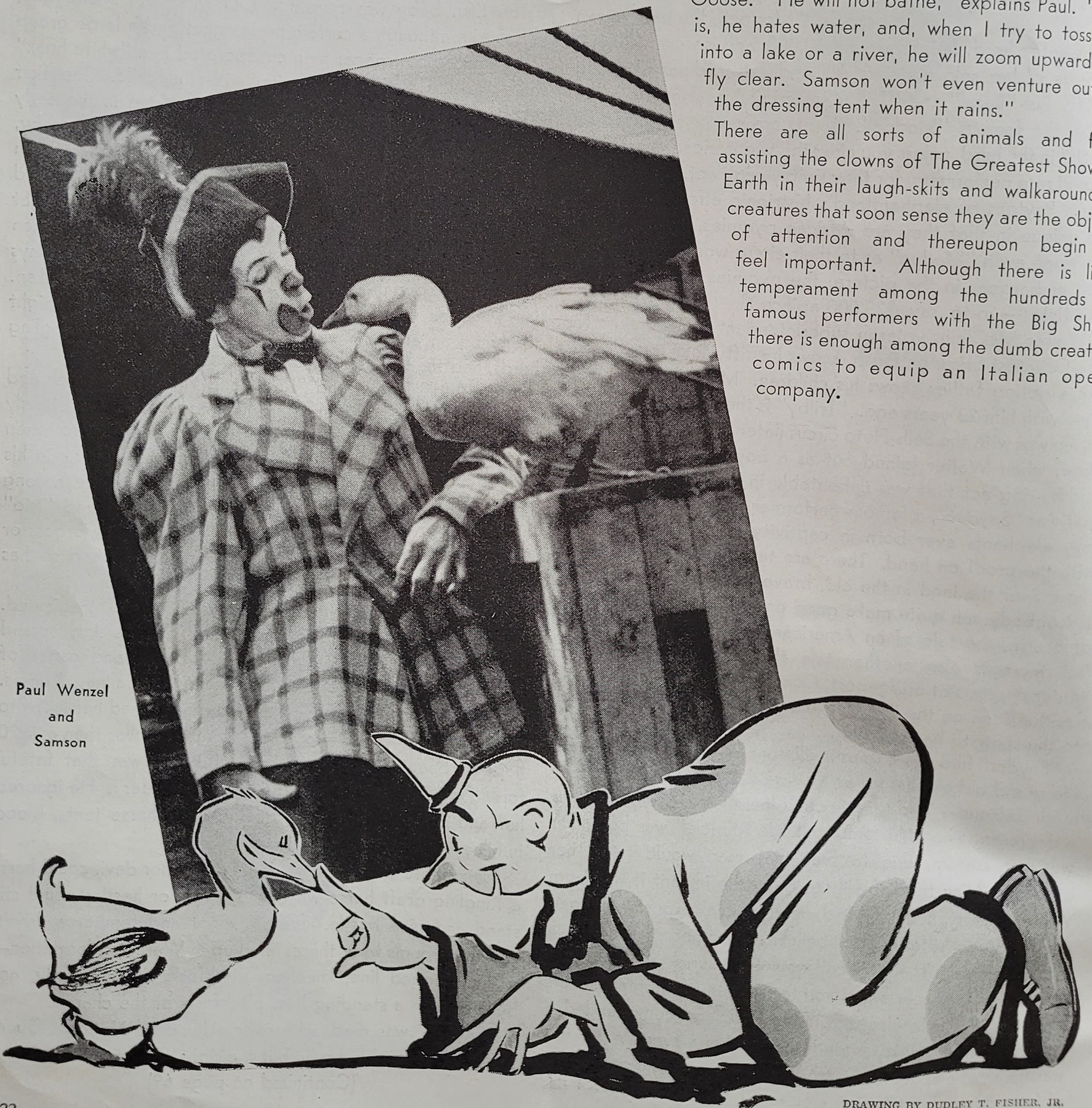
But not Samson. When the music in the big top indicates that it's time to get in and get funny, he honks wildly and pulls on Paul's trouser leg.

It seems that Samson is also a pretty independent bird, and he does just about as he pleases when off duty, strutting around the men's dressing room in a very cocksure fashion, hissing when things meet his disapproval.

Wenzel has only one complaint about Samson the Goose. "He will not bathe," explains Paul. "Fact is, he hates water, and, when I try to toss him into a lake or a river, he will zoom upward and fly clear. Samson won't even venture outside the dressing tent when it rains."

There are all sorts of animals and fowls assisting the clowns of The Greatest Show on Earth in their laugh-skits and walkarounds—creatures that soon sense they are the objects of attention and thereupon begin to feel important. Although there is little temperament among the hundreds of famous performers with the Big Show, there is enough among the dumb creature comics to equip an Italian opera company.

Paul Wenzel
and
Samson



QUESTIONS

frequently asked by those who visit the Ringling Bros and Barnum & Bailey Circus. Here are the correct

ANSWERS

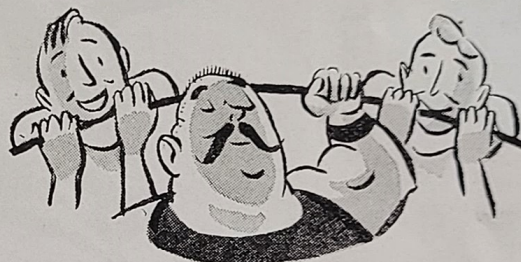
- Q. What does an elephant eat and how much daily?
- A. 125 pounds of hay, one-half bushel of oats, 7 pounds of bran and all the peanuts that visitors will give him.
- Q. In one day how much water does an elephant drink?
- A. About 50 gallons.
- Q. Is it true that the circus oils the hides of its elephants to keep their thick skin from cracking?
- A. Yes. More than 150 gallons of the best grade neatsfoot oil is used annually for this purpose.
- Q. Does the circus own the double-length steel railroad cars on which it travels?
- A. Yes.
- Q. How many trains are used and how long are they?
- A. The total length of the four trains on which the circus moves is nearly a mile and a half.
- Q. How many tents are required to house the circus?
- A. Forty-one.
- Q. How much canvas in this tented city?
- A. 77,000 yards.
- Q. What does the mammoth main tent weigh?
- A. 18 tons, when dry. Three and a third times as much when wet.
- Q. Where does the electrical current that lights the circus come from?
- A. The circus generates its own electrical power from 7 huge • General Motors Diesel plants with a capacity of 500 kilowatts. Over four miles of cable must be laid daily to carry this current.
- Q. Why does the circus emphasize the fact it has representatives of all four classes of anthropoid apes?
- A. Because few of the world's zoos have such living examples of the four anthropoid species, due to the great difficulty in keeping the gibbon, the gorilla and the orangutan alive in captivity. The chimpanzee, hardiest of the four, is most frequently seen in zoos.

WHY THE STREAMLINED CIRCUS IS COMFORTABLE EVEN ON CHILLY DAYS

(OR: Why your home, too, can be comfortable all year 'round)



"CIRCUSES probably make most people think of Summertime, but there are many days when our patrons' comfort demands some heat. G-E Oil Furnaces have been called on to furnish that heat many times, and they have always responded nobly. The raw, rainy days that fall in every circus schedule no longer have any terror for us."



"WE REALIZE that not many furnaces are so designed that they could stand up under the kind of punishment we give these, shipping them from town to town almost every day. General Electric Furnaces sure can take it."



"THREE THINGS these G-E Furnaces do are of prime importance in a circus . . . we can count on them when we need them, they work equally well under any conditions, and they need little or no service. We've no time for 'fussing' in our schedule."

★ ★ ★

All the above was written word for word in a letter to G-E by Ringling Bros.—Barnum & Bailey Circus . . . No matter what kind of heating problem you have, G-E has the answer.* Telephone your local G-E Dealer (he's listed in the Classified Telephone Directory under "Air Conditioning") or write to us at Bloomfield, N.J.

GENERAL ELECTRIC

*Whether you want radiator or warm air heat, burning oil or gas, there's a G-E heating unit to give you clean, comfortable heat. ALSO: Summer cooling equipment.

JOE WILLIAMS, famous sports writer of the *New York World Telegram* and hundreds of syndicated newspapers, and his four-year-old son, Pete, inspect the points of interest at the Ringling Bros and Barnum & Bailey circus winter quarters at Sarasota, Florida, from the head of Ruth, one of the fifty performing elephants. After the tour, the circus licensed them as qualified mahouts.



THE CIRCUS WITH ITS HAIR DOWN

By Joe Williams

OUR business takes us into training camps of all types. That is, all types of sports. We watch the ball players, prize fighters, golfers, tennis players, even the race horses, master their A. B. C.'s behind the scenes.

We have watched the Ruths, Gehrigs and Hornsbys stand in the batting cage under Florida skies and hit hundreds of balls, meanwhile changing their stance, adjusting their grip, getting just the position they want from which to challenge the big league pitchers . . . who somewhere else on similar fields and under similar conditions are experimenting with curves, knucklers, speed balls and control so that when the bell sounds they will be ready to baffle the hitters.

We have been in fight camps and watched a parade of

heavyweight champions from Willard to Louis, skip the rope, punch the bag, shadow box and spar against their hired hands. Sometimes they wouldn't look good; they wouldn't be getting out of the way of a left hook or a right cross and they would call for an extra round or several extra rounds and they would work until they solved the problem.

And we have been down in the Blue Grass country, on the Lexington farms, and watched the Twenty Grands, the Gallant Foxes, the Bimelechs and the Burgoo Kings get their first lessons; we have watched them train to get away from the post quickly, to run straight, to keep close to the rail and save ground; and we have seen them come on to stand in the

winner's circle at historic Churchill Downs on Derby Day.

Almost without exception the principles involved have been the same; timing, coordination, patience, intelligence, courage and ambition. Without being able to explain precisely why, we were somewhat surprised to find that these same principles apply to the graduate performers in The Greatest Show on Earth. This was brought home to us last winter when we spent the better part of a week at the Sarasota training camp, or winter quarters, as the 200 rambling acres of sand and canvas are more formally known.

But before this realization came to us we had to get used to seeing The Greatest Show on Earth with its hair down. This in itself is an experience worth anybody's time. All of us are so accustomed to the glitter and flash and color of the big top scene that it must come as something of a surprise to discover that even a circus may have its moments of repose and informality. The young man, aged four, who accompanied us, put it all in a very few words. Meeting a famous clown dressed in slacks and sweater he said: "Where's your big funny nose?" For some reason the circus is always supposed to be wearing its big funny nose. In any case, it certainly looks different without it.

This is one reason why you can't tell a Ringling Bros and Barnum & Bailey circus star from a laborer. Only on state occasions does anybody dress at winter quarters. There is nothing to dress for. This is the time for work, for hard work. It is the training period when the Bob Feller, the Joe Louis, the Lawson Little and the Bimelech of the big top get ready to defend their championships as box-office attractions on a seven-months' tour from coast to coast. To get where they are they had to be good and to stay where they are in the face of fierce competition they've got to be even better. Even the most gifted performer can't remain static. There's only one place they can try out new tricks, stunts and gags and that's at winter quarters. This is their class room, work shop and laboratory. It's here, after hours, days and weeks of infinite patience and energy-taxing ordeals,

that the new thrillers are conceived and perfected.

In a sense this phase of the circus is more absorbing than the finished spectacle itself. For somehow it's comforting to know the death defying aerialists, the amazing acrobats, the king of the tight wire, the tumbling equestrians, even the droll clowns, are human after all; at least as they go through their paces without silks and spangles and make-up they look as human and folksy as your next door neighbor when he comes home from work, puts on his house slippers and tunes in on his favorite radio program. This is why the visitor, just looking around at winter quarters, can't distinguish the superb Alfred Court from a Bill Butch who does odd jobs around the cookhouse. Clothes make the circus man only when the overture is sounded and the big show is on.

But it isn't long before you can tell the difference. Over to the left, let's say, your eyes will settle on a young man and while he's dressed in ordinary work pants, likely as not a bit tattered, and a faded polo shirt, you need no guide to tell you he's one of the star performers. The way he races with nimble, sure feet across the tight wire, the way he will suddenly pause and throw himself high into the air in a twisting somersault and with no one for an audience except maybe a yawning cat or a drowsing dog—well, you just know that he isn't a Bill Butch. Pretty soon you find out who he is; Hubert Castle, a farmer boy from Oklahoma who does things on the wire nobody ever attempted before. Watch him today and you'll be convinced.

Perhaps by now you have strolled into a big barn-like building. Here you will see an immense iron cage and inside will be a variety of jungle beasts, all of mutually hostile breed. Standing in front of them with a small whip and a stick will be a whispy, gray-haired little fellow in work clothes smoking a cigaret. This of course, you conclude, is the helper; the great trainer is probably out to lunch or something. But it will turn out to be the greatest animal trainer the world ever knew, none other than Court himself. It is hard to describe how incredibly different he looks in this

(Continued on page 59)



**"BRIGHT
HOUSEWIVES
NEVER HAVE
DULL PANS"**

BRILLO'S perfect double-action combination of square cushiony metal-fibre pads and special-formula polishing soap whisks pots spic and span in a flash. They're easier to clean next time, too. Save time and fuss and money ... with genuine BRILLO.

At Woolworth, Kresge, Kress, Grant, McCrory and all 10c and 25c stores, and at leading department, hardware and grocery stores. BRILLO Mfg. Co., Inc., Brooklyn, N. Y.

Only BRILLO offers 2 easy ways

1. GREEN BOX

**5 Pads and
Soap Separate**



**EITHER
PACKAGE
10¢**

2. RED BOX

**5 Soap-
Filled Pads**



BRILLO
KEEPS ALUMINUM BRILLIANT

A new utensil FREE should BRILLO fail to clean

TRADITION TIES CIRCUS GIRLS AND CLOWNS



Three of the hundreds of pretty girl performers and LOU JACOBS, top flight clown, strike a pose for the Ringling Bros and Barnum & Bailey circus photographer.

THERE'S an ancient tie between pretty girl performers and clowns, and that is one of the reasons why they are often seen together in the photographs published of the Ringling Bros and Barnum & Bailey circus.

Since the circus began (and that goes back, at least, to the Rome of the Caesars) clowns have "worked the stops" in what is known as "lady principal" riding acts; that is, girls who ride solo atop the cantering white ring horses bringing their steeds

to a stop for a moment's rest. Then the clowns broke into a flurry of buffoonery. In a way, they thus become part of the acts to which they were assigned.

However, pursuing its policy of novelty presentation, freshening and enhancing, The Greatest Show on Earth has, in recent years, massed its clown sallies, taking the funmakers out of the "stops," although they still swing the flying ladders of the girls in the aerial ballet.

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WHAT IT TAKES TO FEED THE CIRCUS ANIMALS FOR JUST 1 DAY

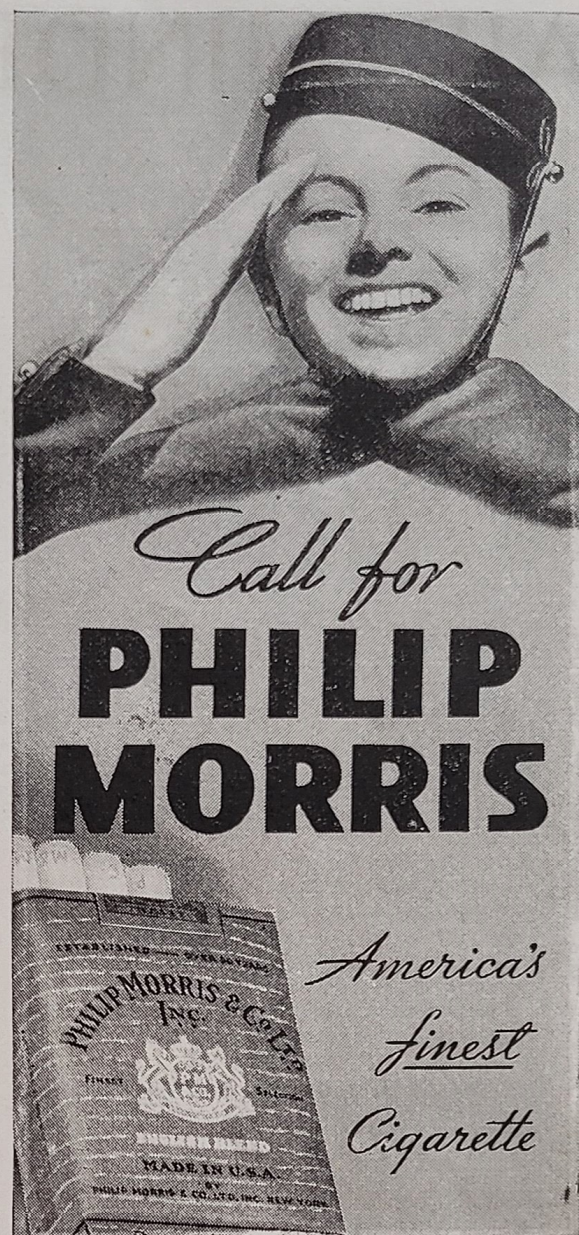
Interesting items listed by the
Ringling Bros and Barnum &
Bailey purchasing agent:

12,500 Pounds of Hay
67 Bushels of Oats
600 Pounds of Bran
100 Pounds of Sweet Feed
1,150 Pounds of Meat
80 Pounds of Fish
20 Loaves of Bread
200 Bananas
1 Bushel of Carrots
1/2 Bushel of Cabbage
1/2 Bushel of Beets
1/2 Bushel of Sweet Potatoes
1/2 Bushel of Irish Potatoes
1/2 Bag of Onions
1/2 Crate of Oranges
1/2 Crate of Celery
1/2 Crate of Lettuce
1/4 Crate of Pears

PAINT IN ENORMOUS QUANTITIES!

The following figures, covering the
amount of material used by the Ringling
paint department during a single winter
season at the circus' Sarasota, Fla.
quarters are from Mike Carey, veteran
boss painter of The Big Show:

5 1/2 Tons of White Lead.
810 Gallons of Blue Enamel.
562 Gallons of Red Enamel.
498 Gallons of Silver Enamel.
157 Packs of Gold Leaf.
225 Gallons of Varnish.
6 Barrels of Asphaltum.
10 Barrels of Turpentine.
10 Barrels of Boiled Oil.
100 Gallons of Steel Car Surfacer.
57 Gallons of Shellac.
580 Pounds of Japan Colors.



Call for
PHILIP MORRIS
*America's
finest
Cigarette*



*It's
Aspirin
PLUS!*

**Here's How To Get
Speedy Headache Relief**

Next time a nagging headache strikes—or you're bothered by neuralgia or muscular aches—try Aspertane in place of plain aspirin. This marvelous remedy gives prompt, extra-effective relief because it's aspirin *plus* another widely prescribed ingredient! Get a package at your drug store. For best results take according to simple directions.
Must Help You...Or Money Back!

DOUBLE ACTING! DOUBLE VALUE!
ASPERTANE 10¢



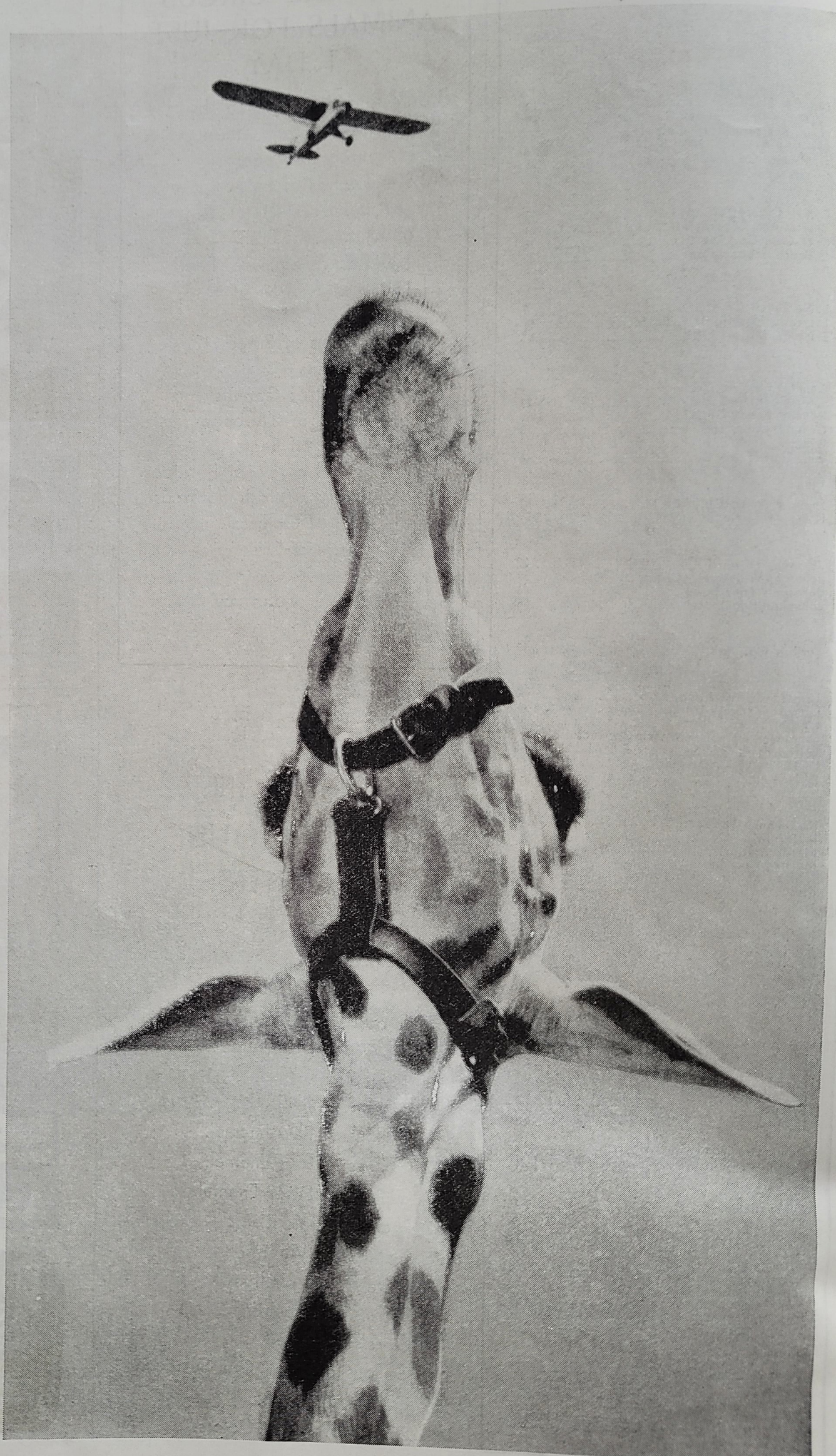
**Blackstone's
TASTY-LAX**
CHOCOLATE FLAVORED
LAXATIVE
6 Tablets
10¢

NEED A MILD LAXATIVE?

Millions have used
TASTY-LAX with
complete confi-
dence and satisfac-
tion. For children
and adults.

AIR MINDED GIRAFFE

Henrietta, the debutante giraffe, holds her head so high that she is air minded. Whenever a plane soars over the Big Show's winter quarters at Sarasota, Florida, Henrietta eyes it until it fades in the sky. Her mother and father, age 8 and 11, respectively, are of the old school—they are indifferent to the products of the machine age, on the ground or aloft. They give no heed to motors overhead. Life for them holds no surprises. They won't look at it.





LONGINES

*the most honored watch
in the Circus*



FRED BRADNA ringmaster for Ringling Bros-Bar-num & Bailey is timemaster as well. It is he who converts a jig-saw puzzle of 23 acts with hundreds of performers and tons of equipment into one smooth, thrill-packed show by precise to-the-second timing of every move. In the circus, as in other fields where time-accuracy is essential, the most honored watch is Longines.

*Fred Bradna's personal watch is a Longines
— Pres. Lincoln —*

Longines

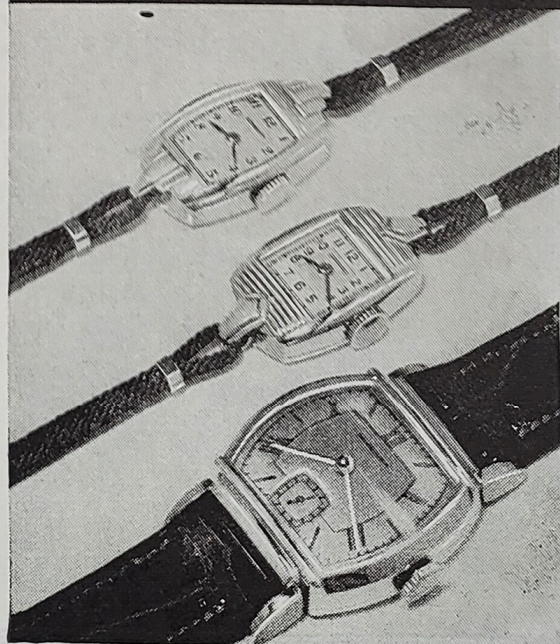
THE WORLD'S MOST HONORED WATCH

In every country, the Longines watch is esteemed for its greater accuracy and long life. Longines watches have won highest honors at 38 world's fairs and more honors for accuracy than any other watch. A Longines is the kind of a watch that every-one hopes to own.

Longines jewelers now show the superb Longines 75th Anniversary watches priced from \$40, also Wittnauer watches from \$24.75; products of

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PAR AVION SERIES, EACH WATCH \$47.50



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& BAILEY COMBINED SHOWS,
INC.

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1941 RINGLING BROS AND BARNUM & BAILEY PROGRAM

(The management reserves the right to alter this program when necessary)

PERFORMANCES AT 2:15 AND 8:15 P. M.

DOORS OPEN AT 1 AND 7 P. M.

Every Matinee Precisely the Same as the Night Performance

AN HOUR'S TIME IS GIVEN PATRONS, BEFORE THE PERFORMANCE BEGINS IN WHICH TO INSPECT THE WORLD'S LARGEST TRAVELING ZOOLOGICAL COLLECTION WITH ITS ALMOST PRICELESS SPECIMENS FROM EVERY CLIME. IN THE VAST MENAGERIE, **MR. AND MRS. GARGANTUA THE GREAT**, THE WORLD'S MOST PUBLICIZED GORILLA COUPLE, ARE SUPERB EDUCATIONAL FEATURES.

DISPLAY NO. 1 Ringling Bros and Barnum & Bailey present the **BENGAL LANCERS** in Equestrian, Inaugural Maneuvers—The Trooping of the Colors

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The Most Popular After Shave Lotion

STEP 3: MENNEN TALCUM FOR MEN
The Perfect Finishing Touch



TWELFTH EDITION

MUSICAL PROGRAM **Merle Evans, Bandmaster**

1	Overture "Oberon"	Weber	24	Suites "Queen of Sheba"	Gounod
2	Overture "Ruy Blas"	Mendelssohn	25	Suites "A Summer Night"	Doud
3	Overture "Yelva"	Reissiger	26	Suites "Bandanna Sketches"	White
4	Overture "Phedre"	Massenet	27	Selection "Atilla"	Verdi
5	Overture "The Frontier"	Guintzel	28	Selection "Bohemian Girl"	Balfe
6	Overture "La Gazza Ladra"	Rossini	29	Selection "Daughter of the Regiment"	Donizetti
7	Overture "De Frieschutz"	Weber	30	Selection "Tales of Hoffman"	Offenbach
8	Overture "Figaros Wedding"	Mozart	31	Selection "La Traviata"	Verdi
9	Overture "Martha"	Flotow	32	Selection "La Boheme"	Puccini
10	Overture "La Forza Destino"	Verdi	33	Selection "Lakme"	Delibes
11	Overture "Safari"	Holmes	34	Selection "Herodias"	Massenet
12	Overture "Fingals Cave"	Mendelssohn	35	Selection "High Jinks"	Friml
13	Overture "Isabella"	Suppe	36	Selection "Chocolate Soldier"	Strauss
14	Overture "Triumph of Alexander"	Richards	37	Selection "The Spring Maid"	Reinhart
15	Overture "Ilka"	Doppler	38	Selection "The Only Girl"	Herbert
16	Overture "Queen for a Day"	Adam	39	Selection "My Maryland"	Romberg
17	Overture "Rakoczy"	Keler Bela	40	Selection "You're in Love"	Friml
18	Overture "Sicilian Vespers"	Verdi	41	Selection "Apple Blossoms"	Kreisler
19	Overture "Rosamunde"	Schubert	42	Selection "Sunny"	Kerns
20	Overture "Barber of Seville"	Rossini	43	Selection "Blue Paradise"	Romberg
21	Suites "Atlantis"	Safranek	44	Selection "Vagabond King"	Friml
22	Suites "At The Movies"	Sousa	45	Selection "Mlle Modiste"	Herbert
23	Suites "Mascarade"	Lacome	46	Selection "Rio Rita"	Tierney
			47	Selection "Babes in Toyland"	Herbert

LIFE'S MORE FUN...

LIFE'S A CIRCUS

*if you help clear up those
embarrassing . . . unsightly*

PIMPLES, RASHES

AND OTHER BLEMISHES

(Due to external causes)



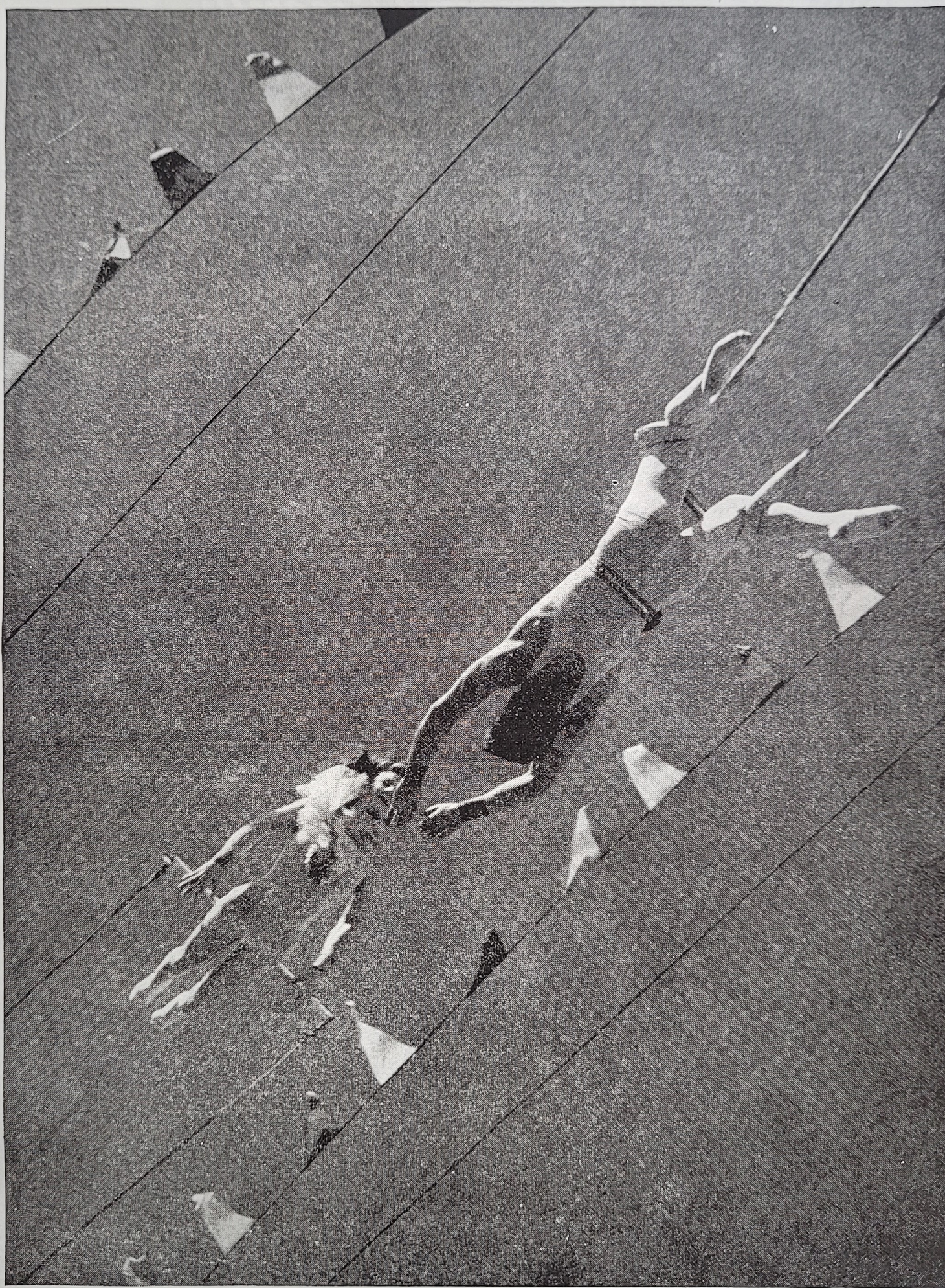
Look and feel your best by letting Cuticura Soap and Ointment assist you to a skin that is naturally smooth, clear and attractive. Pure, mildly medicated Cuticura Soap and Ointment not only soothe but also help heal red, unsightly pimples, blackheads, rashes and other blemishes of external origin. Use Cuticura Talcum, too. It's delightfully scented air-float talc. Cuticura Preparations are sold at your druggist's—or, in the guest size, at leading ten cent stores. Buy today.

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LOFTY FLIGHT TO HAND HAVEN

Photographed by Maxwell Frederic Coplan



ANTOINETTE CONCELLO TAKES OFF

Timing... Rhythm... Coordination... Agility
... Daring... Grace... Mix these together,
shake well, and you have the beautiful,
breath-taking flights and somersaults to hand

catches that catapult The Flying Concellos with
the Ringling Bros and Barnum & Bailey Circus,
to world-wide eminence.



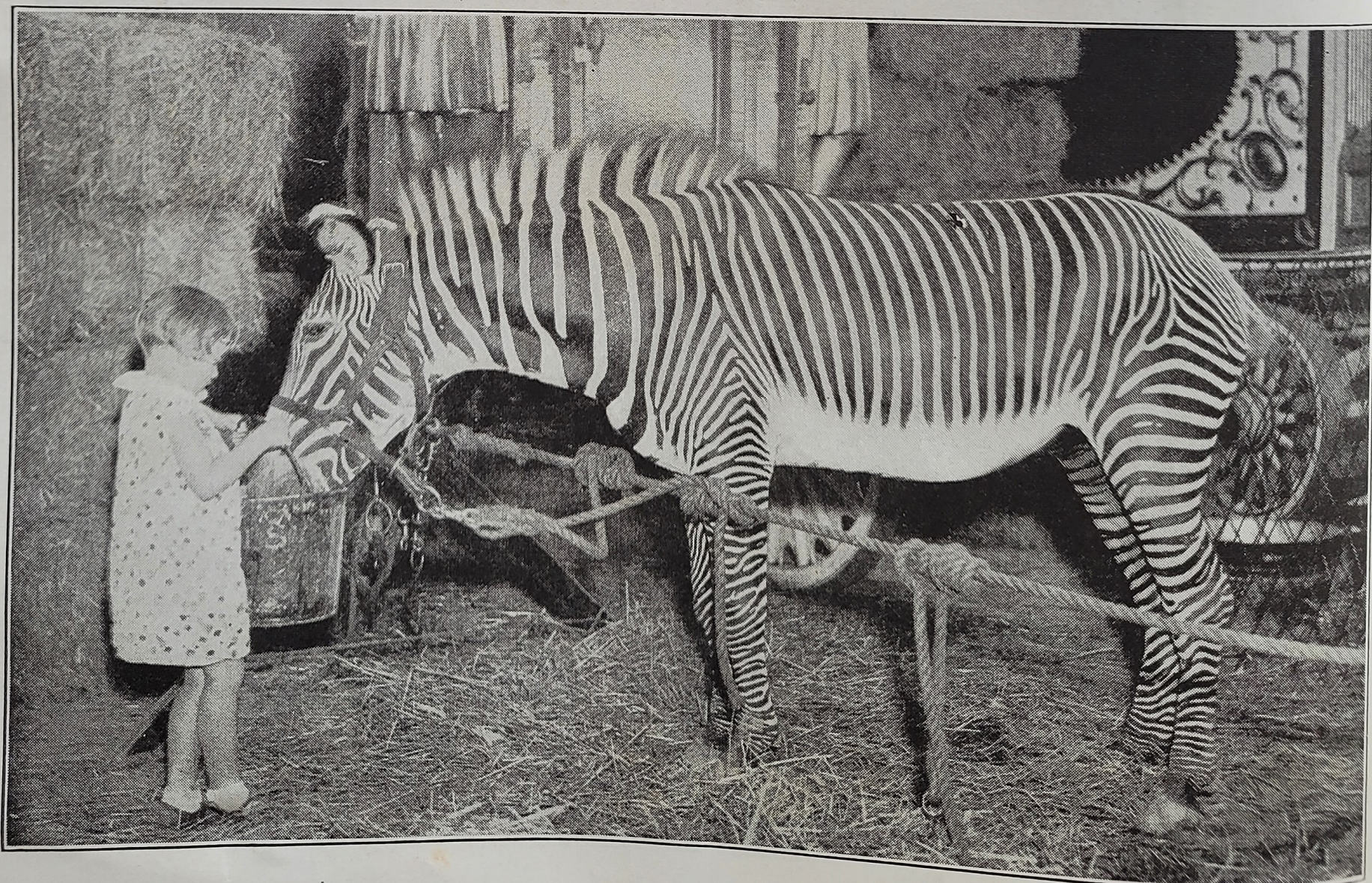
DISPLAY NO. 2 Natural Enemies of the Jungle and Veldt that are Truly Educated
 Huge, Mixed Groups of the Most Ferocious and Treacherous Wild Animals Ever Assembled
 Presented Under the Personal Direction of
ALFRED COURT
 Master Trainer of All Time

Berber Lions, Polar Bears, Black Bears, Black Jaguars, and Great Dane Dogs
 Alternately Presented by
MISS MAY KOVAR
 and
HARRY KOVAR

DEVILS OF THE FOREST
 Alfred Court's Latest Creation, To Be Seen Nowhere Else on Earth. Black Jaguars, Spotted Leopards, Pumas, Cougars, Black Leopards, Indian Spotted Panthers and Giant Ocelots

Bengal Tigers, Abyssinian Lions, Polar Bears, Kodiak Bear and Himalayan Bears
 Alternately Presented by
FREDERIC OLSEN
 and
JOSEPH WALSH

Alternately Presented by
ALFRED COURT
 and
PRINCE DAMOO OF INDIA





“**WHO**” said the clown to the boys with a bow,
 “Can answer the riddle I’m asking you now?
 Listen most carefully, try to be bright
 And I’ll get you in free if the answer is right.”

“Look at the elephants, see how they tower
 Now; **WHAT**, at the circus, delivers more power?
 And the antelopes here, leap away in a flash
 Now; **WHAT**, at the circus, is quicker to dash?”

“The monkeys are quick, this something is quicker
 It puts life in engines before you can snicker
 It brings you the circus—for a week or a day
 And then, overnight, it takes it away.”

“**I KNOW**,” said the kid with the flat, freckled nose
 “I found out this morning before the sun rose.
 I saw all the trucks that brought in the show
 And I watched them fill up with that good *Texaco*.”

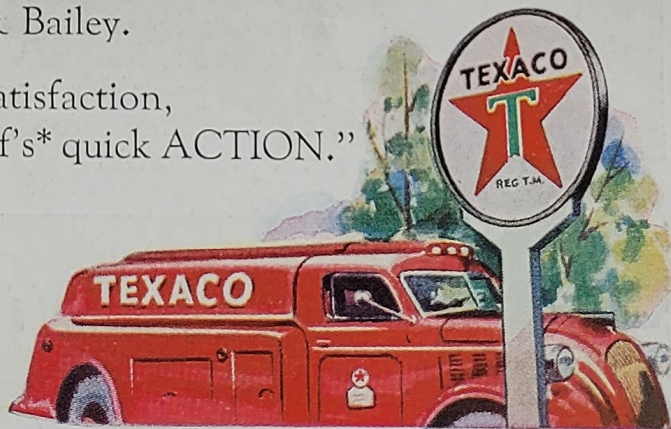
“It’s **Fire-Chief*** that’s quicker, and stronger, and all
 It starts in a jiffy and, boy, it can haul.
 And that is the reason you’ll find it used daily
 By Ringling Brothers and Barnum & Bailey.”

“And if you’ve a car and want real satisfaction,
 Stop at Texaco Dealers, for **Fire-Chief’s*** quick **ACTION.**”



*Texaco *Fire-Chief*—the gasoline for outstanding performance at regular gasoline price. Use Texaco *Sky Chief* gasoline for finest Texaco performance. Ringling Brothers and Barnum & Bailey use Texaco gasoline and Texaco lubricants exclusively for “The Greatest Show on Earth.”

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more enjoyable and your work

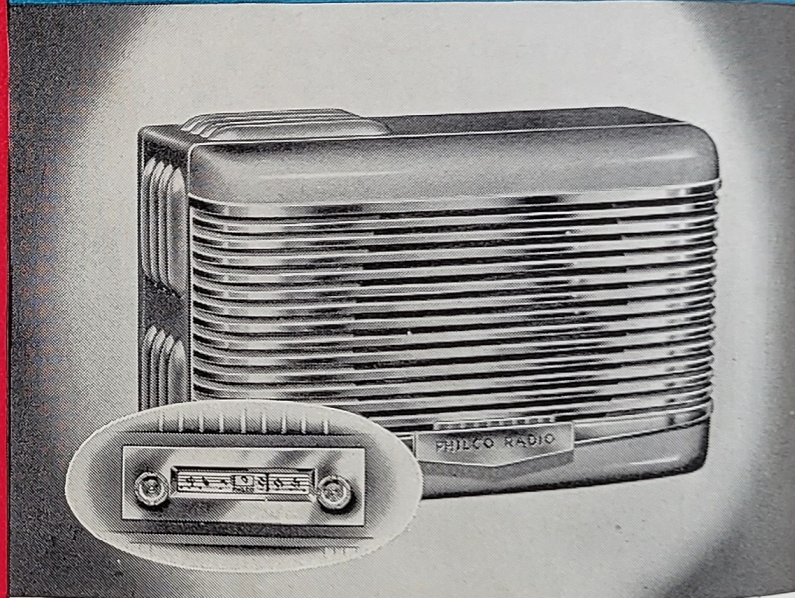
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easier. And at new low prices!

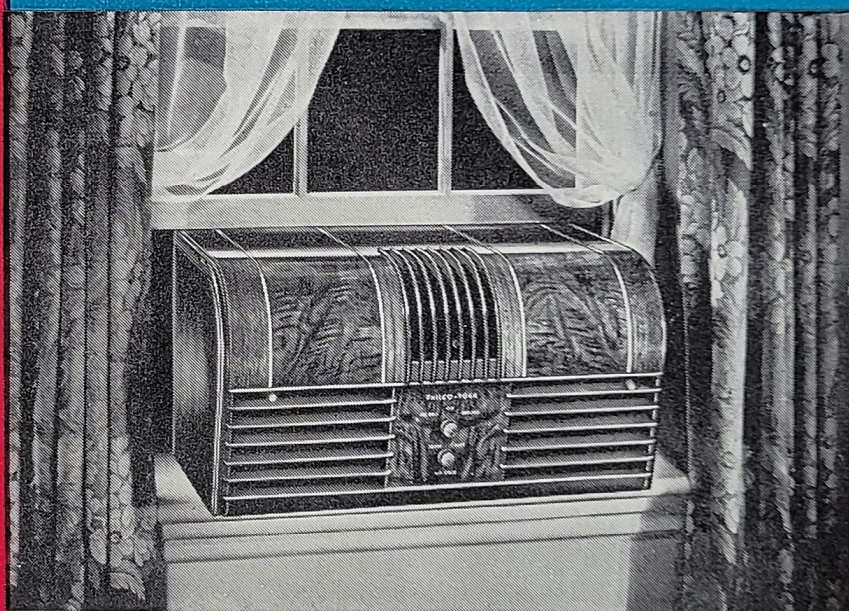
PHILCO REFRIGERATORS



A New Kind of Refrigerator

Philco *Advanced Design* offers new services and conveniences never before combined in a single refrigerator! The CONSERVADOR, shelf-lined Inner Door that gives you 26% *more quickly usable space*. Plus separate compartments for Dry Cold, Moist Cold and Frozen Foods. A new kind of refrigerator . . . designed for *modern* kitchen needs.

PHILCO-YORK AIR CONDITIONERS



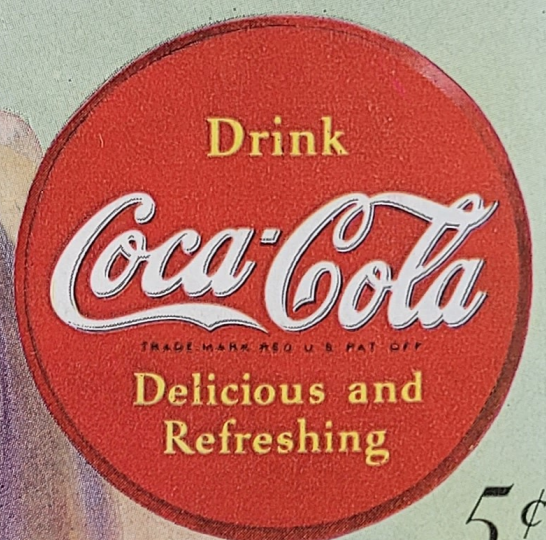
Enjoy Cool, Dry, Fresh, Clean Air IN YOUR HOME OR OFFICE

Now, everyone can afford real air conditioning! The Philco-York Single-Unit Air Conditioner provides cool, dry, fresh, clean air on hot, humid days and nights for your home and office . . . at a lower price than ever before! It's an investment that yields big dividends in energy, efficiency, health and comfort. 5 models to fit any size room . . . quick, easy installation, without plumbing or wiring.

Easy Terms • Liberal Trade-in Allowances!

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Ice-cold Coca-Cola quickly sends thirst flying. Every delicious sip has the flavor of refreshment. Thirst asks nothing more than ice-cold Coca-Cola. You'll like it, now . . . and often.



YOU TASTE ITS QUALITY



Experience proves that nothing takes the place of quality. You taste the quality of ice-cold Coca-Cola. Again and again you enjoy the charm of its delicious taste . . . and its cool, clean after-sense of complete refreshment. Thirst asks nothing more.



SOMETHING *NEW* HAS BEEN ADDED
TO *A Famous Cigarette*
OLD GOLD

DISPLAY NO. 3 World Famous Artists in Thrilling Aerial Feats

THE STRUDONS

MLLE LOUISA

THE WOLTHINGS

DISPLAY NO. 4 An Equestrian Novelty—"The Postillion"

MADMOISELLE ERICA

DISPLAY NO. 5 Ringling Bros and Barnum & Bailey Present the Most Beautiful and Appealing Spectacle in Circus History

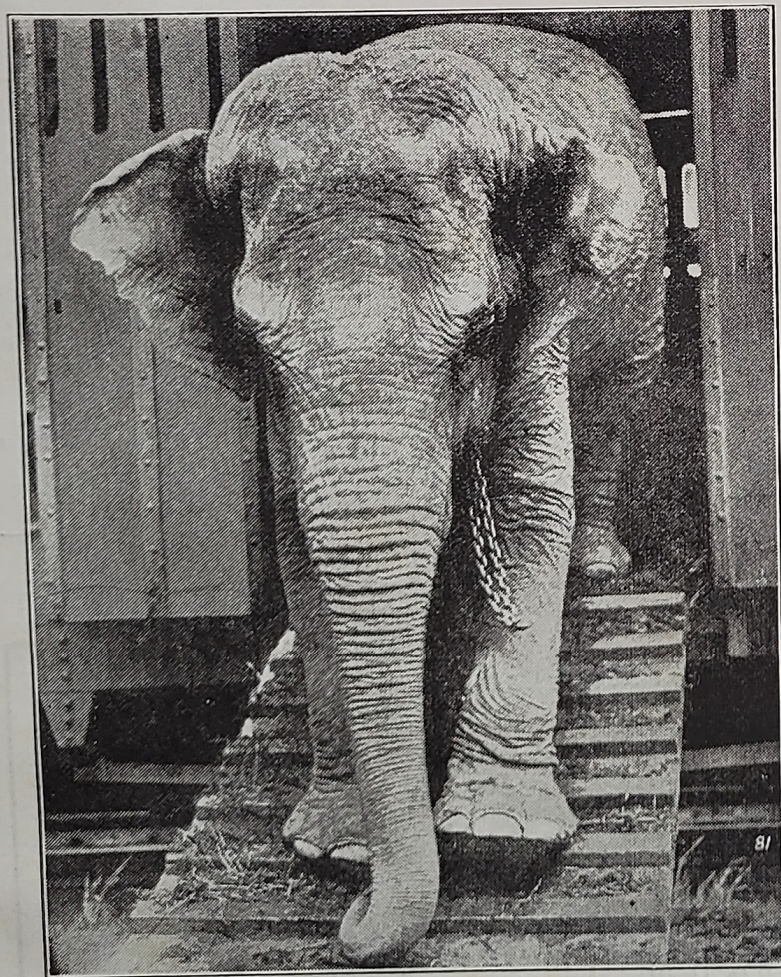
"OLD KING COLE AND MOTHER GOOSE"

In Which the Beloved Characters of the Nursery Rhymes are Brought to Life in Cascades of Color, Beauty and Splendor
Produced by

JOHN RINGLING NORTH

Created, Designed and Costumed by
NORMAN BEL GEDDES

Ensemble Numbers Arranged by
ALBERTINA RASCH




A *NICKEL*
NEVER BOUGHT
A BETTER
CANDY BAR!

POWER HOUSE 5¢
NET WEIGHT 35 OZ.
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POWER HOUSE

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FOR THE
QUALITY—THE
EXTRA SIZE
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THE OFFICIAL WATCH FOR ALL TIMING IN THE CIRCUS—LONGINES, THE WORLD'S MOST HONORED WATCH



DISPLAY NO. 6 Europe's Most Renowned and Unique Novelty Bicycling Stars in Feats Awheel Astounding and Incredible

THE SHYRETTOS

DISPLAY NO. 7 From South America Come Three of the World's Most Daring and Agile Aerial Acrobatic Troupes

ARTURO FERNANDEZ TROUPE

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DISPLAY NO. 8 A Most Distinguished Novelty Presentation, in Which The Greatest Show on Earth, Responding to Universal Demand, Again Proudly Announces the Appearance of The Greatest Juggler of the Age

THE HUBERTOS

MASSIMILLIANO TRUZZI

THE MING FUS



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SOMETHING *NEW* HAS BEEN ADDED
TO *A Famous Cigarette*
OLD GOLD

DISPLAY NO. 9 Ponderous, Performing Elephants in New and Sensational Routines Presented Under the Supervision of Their Trainer, WALTER McCLAIN, by
BOBBIE WARRINER EVELYN McCLAIN ERICA LOYAL

DISPLAY NO. 10 The World's Greatest Bareback Riders in Sensational New Achievements Far Surpassing Anything Ever Seen Anywhere Before

Featuring LUCIO and BELMONTE,
Unrivalled Horse to Horse Somersaulters, the Zenith in Equestrian Breath-taking Feats
THE INCOMPARABLE RIDING CRISTIANI FAMILY

DISPLAY NO. 11 An Exhibition of Astounding and Amusing Feats Performed by Educated Ponies, Dogs and Sea Lions, Featuring Superbly Trained Basket Ball Playing Canines

TOMMY CROPPER
PONIES

ERNEST FIRTH
SEA LIONS

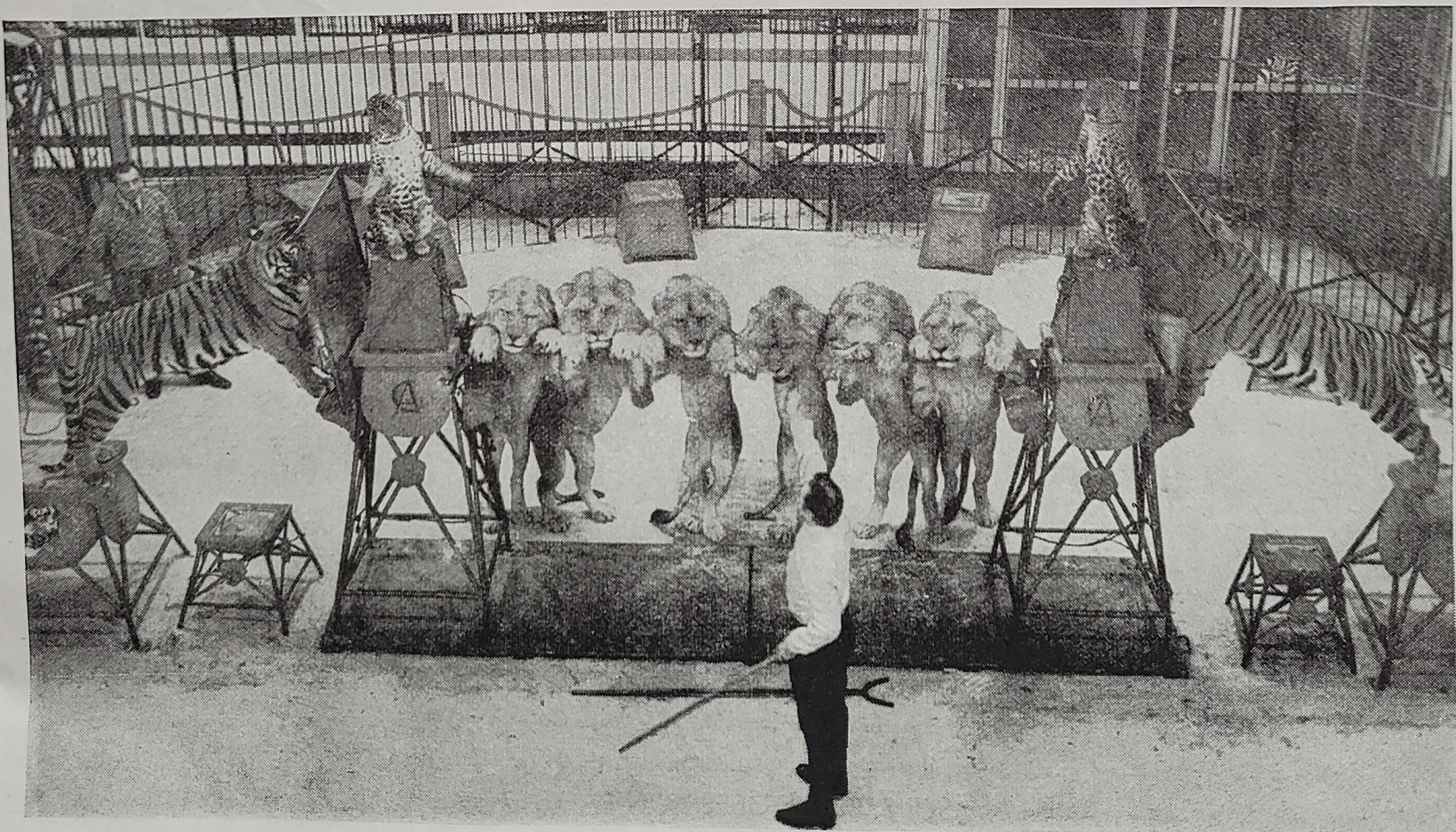
THE
DOUGLAS WHYTE
BASKET BALL DOGS

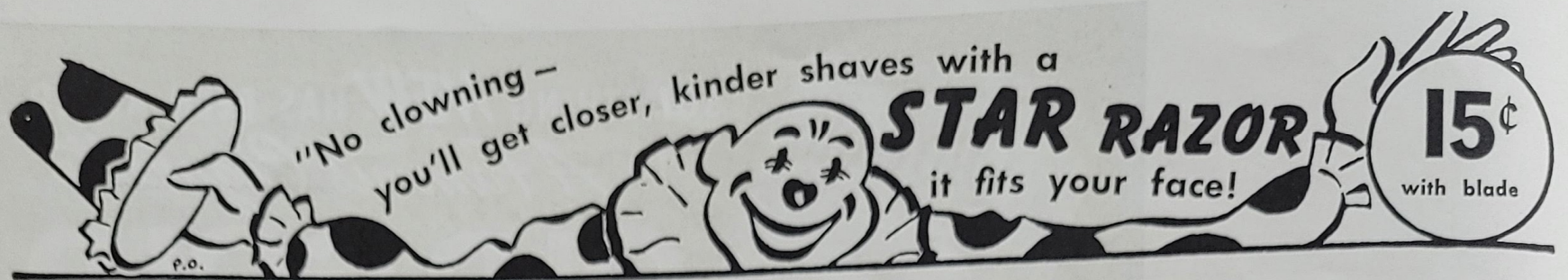
GORDON ORTON
PONIES

DRINK IT AND SLEEP !

SANKA COFFEE

REAL COFFEE . . . ALL COFFEE . . . NOTHING BUT COFFEE !
97% CAFFEIN - FREE . . . CAN'T KEEP YOU AWAKE !
DRIP' OR REGULAR' GRIND





DISPLAY NO. 12 A Three-Fold All Star Offering in Which the Most Famous and Accomplished Artists of France and South America, on the Bouncing Trampoline Nets, Vie With the King of the Tight Wire
 ADRIANNA and CHARLY HUBERT CASTLE THE MONTES de OCA

DISPLAY NO. 13 The New, All-Girl Birdland Aerial Ballet, Designed by Norman Bel Geddes and Costumed by Max Weldy of Paris, Featuring the Lovely, Graceful and Daring ELLY ARDELTY, in a Surprise Introduction

THE
BELMONTS

FIORETTA
TROUPE

MLLE.
ELLY ARDELTY

THE
PALMEROS

THE
MELBOURNES

DISPLAY NO. 14 Three New Troupes of Beautiful, Performing Liberty Horses, Many of Them Blue Grass Pure-Breds, Presented by Famous and Internationally Acclaimed Trainers

ARTHUR KONYOT

ROBERTO DE VASCONCELLOS

TEX ELMLUND



THE FAMOUS BARNUM'S AMERICAN MUSEUM
 at Broadway and Ann St., New York City, as
 it appeared during the winter of 1855.
 SEE SPECIAL OFFER ON PAGE 62



DISPLAY NO. 15 An Unparalleled Presentation of World-Renowned High Aerial Stars in Exciting New Offerings

THE WALTERS AKIMOTOS DAVISOS ALBERT POWELL DE OCAS

DISPLAY NO. 16 The World's Foremost Mid-Air Marvels in an Astounding Series of Breath-Taking Feats
THE FLYING COMETS THE FLYING CONCELLOS THE FLYING RANDOLLS

DISPLAY NO. 17 EVENING IN CENTRAL PARK

Recalling the glory of an era when the dowager Mrs. Astor and Mrs. August Belmont ruled the fabulous "400", and the rays of the setting sun in Central Park and Fifth Avenue glinted on the most beautiful horses and the smartest equipages in the Western Hemisphere. Alfred Gwynne Vanderbilt's open brake, August Belmont's harness, New York's celebrated "24th Street Wagon" and the victoria driven by the mayor of Louisville to the first Kentucky Derby are in this nostalgic spectacle, in which

ROBERTO de VASCONCELLOS, VISCONDE PONTE da BARCA
King of Horsemen

is featured on his famous mount, Belmonte
THE ASERVERAS-KONYOT Troupe on Arabian Steeds ELLA BRADNA on her Arabian and TEX ELMLUND on Nugget head the host of Gibson Girls Riding Kentucky Champions

Jumping Horse Riders—BOBBY STEELE, ROBERTA WARREN, ROBERT THOMAS and NORMA HUMES
Gaited Horses Ridden by ANDREA GALLAGHER, ESTELLE BUTLER, GLORIA HAIGHT, DON GORTON and

WILLIAM LESTER JOHNNY WEST, Master of the Horse
This Display Presented Under the Personal Supervision of GILBERT A. RABY


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**GILBERT
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SOMETHING *NEW* HAS BEEN ADDED
TO *A Famous Cigarette*

OLD GOLD

DISPLAY NO. 18 Chalk-Faced, Big-Footed, Red-Nosed Funmakers From Every Land Indulge in an Hilarious Joy-Ride With a Surprise Finish

DISPLAY NO. 19 World Renowned Acrobatic Troupes in Astounding Flights and Feats

THE
ORTANS

THE
YACOPIS

THE
GAUCHOS

DISPLAY NO. 20 Sensational High Aerial Achievements by South American Champions
LOS NAVARROS

DISPLAY NO. 21 GRAND FINALE

Assisting Norman Bel Geddes:

Executive—Joseph Brent. Properties—Thomas Farrar & Walter Jagerman. Costumes—Thomas Farrar & Miles White.

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Here is a wonderful opportunity to complete your collection of photographs of **Famous Circus Stars** and **Scenes**.

We have at our disposal an outstanding group of "Big Top" pictures taken by such outstanding Circus photographers as **Harry Atwell**, and "**Sonny**" **Dean**.

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LAUGH, CLOWN, LAUGH (AND YOU'LL LAUGH, TOO, WHEN YOU DISCOVER THIS RICH BREW!)

Next time you get that dragged-through-a-keyhole feeling, go to the nearest soda fountain and say "BOVRIL, please!" . . . A steaming cup of this delicious, stimulating beverage seems to put new life in weary bodies and calm jangled nerves. Try it! . . . Your grocer or druggist has BOVRIL for home use, in jars or cubes.

FAMOUS FOR ITS BEEFY FLAVOR



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ACKNOWLEDGEMENTS

For "Old King Cole and Mother Goose", "Evening in Central Park" and other production numbers, costumes by the Brooks Costume Company of New York, with additional costumes by the Eaves Costume Company, New York, and the Mahieu Costume Company of New York.

All fabrics by Dazian, New York.

Drapes by I. Weiss, New York, and Joseph C. Hansen, New York.

Special properties for "Old King Cole and Mother Goose", and for midway restyling under canvas, by The Studio Alliance of New York.

The connecting cages of Mr. and Mrs. Gargantua the Great, air-conditioned by Carrier.

Liberty horse harness by Barras, Paris.

Saddles, bridles and harness by Hermes, Paris; the Kopf Company, New York; Hubert Bontem, Ghent, Belgium; H. Kauffman and Sons, New York; Carletti, Rome, and R. E. Fennell, Lexington, Kentucky.

Shoes by Laray Boot Shop, New York.

Wigs by Lerch, New York.

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10 ROCKEFELLER PLAZA, NEW YORK

The Greatest Chew On Earth



BEECH-NUT CHEWING TOBACCO

OORANG AIREDALES

Oorang Airedales, the all-around dogs, are natural retrievers on upland game and water-fowl; excellent grouse and pheasant hunters; swift, silent-trailing, tree barkers on squirrel, raccoon and big game; perfect guards and companions for adults and children. Choice registered puppies and highly trained dogs, \$20.00 to \$200.00 each shipped on trial and sold by mail or appointment only.

SPORTSMEN'S SERVICE

Dept. E LaRue, Ohio

ANIMALS AND TRAINED DOGS ARE FED ON SPRATT'S FORAGE BISCUITS AND DOG CAKES

Pond's "LIPS"

THE NEW LIPSTICK THAT
"STAYS ON LONGER"

(By The Makers of Pond's Creams)



On Sale Now At All Toilet
Goods Counters

FEET HURT?
WHEN YOUR FEET HURT,
YOU HURT ALL OVER. TIRED,
BURNING, TENDER, ITCH-
ING, PERSPIRING FEET OR
CORN AND CALLOUSES
PUT LINES IN YOUR FACE.

QUICK RELIEF!
GET PROMPT RELIEF WITH
EFFICIENT, SOOTHING
JOHNSON'S FOOT SOAP—
THE OLD TIME FAVORITE
FORMULA OF BORAX,
IODIDE & BRAN. SOFTENS
CORN & CALLOUSES.

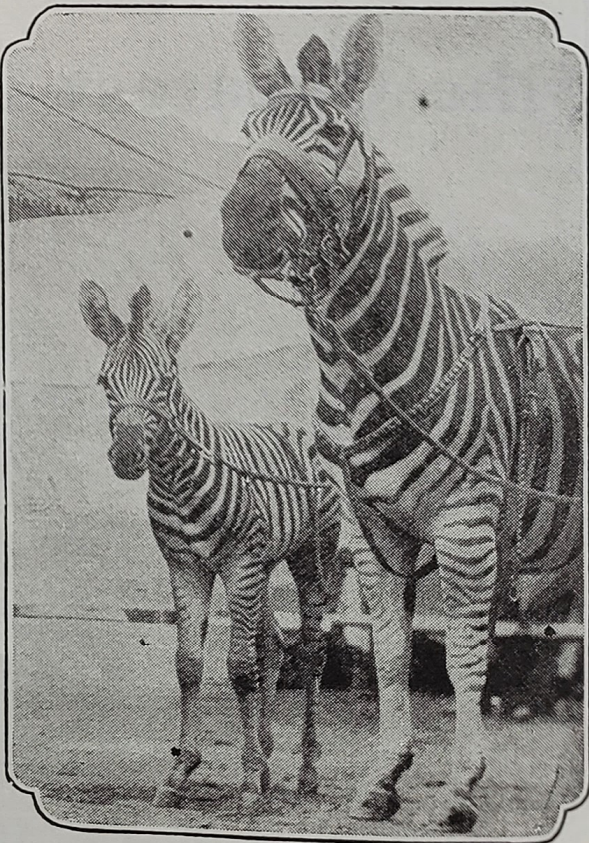
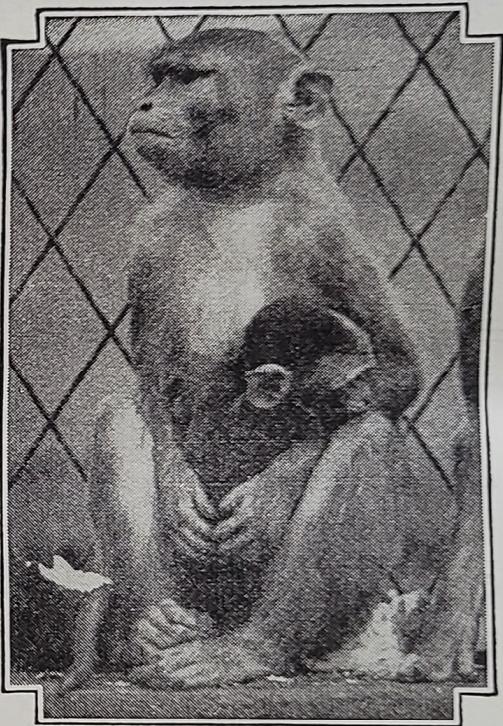
AT ALL DRUGGISTS
SINCE 1870

JOHNSON'S FOOT SOAP
BORAX, IODIDE AND BRAN

We've all heard of Kansas twisters, those mile-a-second cyclones that whip across the wheat belt, but the Italian twister, as performed by Lucio Cristiani, of the famous Riding Cristianis, stellar bareback riding act of the Ringling Bros and Barnum & Bailey Circus, is something else again.

The feat is tops in equestrian acrobatics. Lucio somersaults backward from leading horse to rear, twisting in mid-air to land on the second horse as though he had somersaulted forward. It is two tricks in one.

However, the twister is but one of a score of incredible tricks performed by the seventeen members of the Riding Cristiani family, everywhere acclaimed as the world's finest bareback riding troupe.



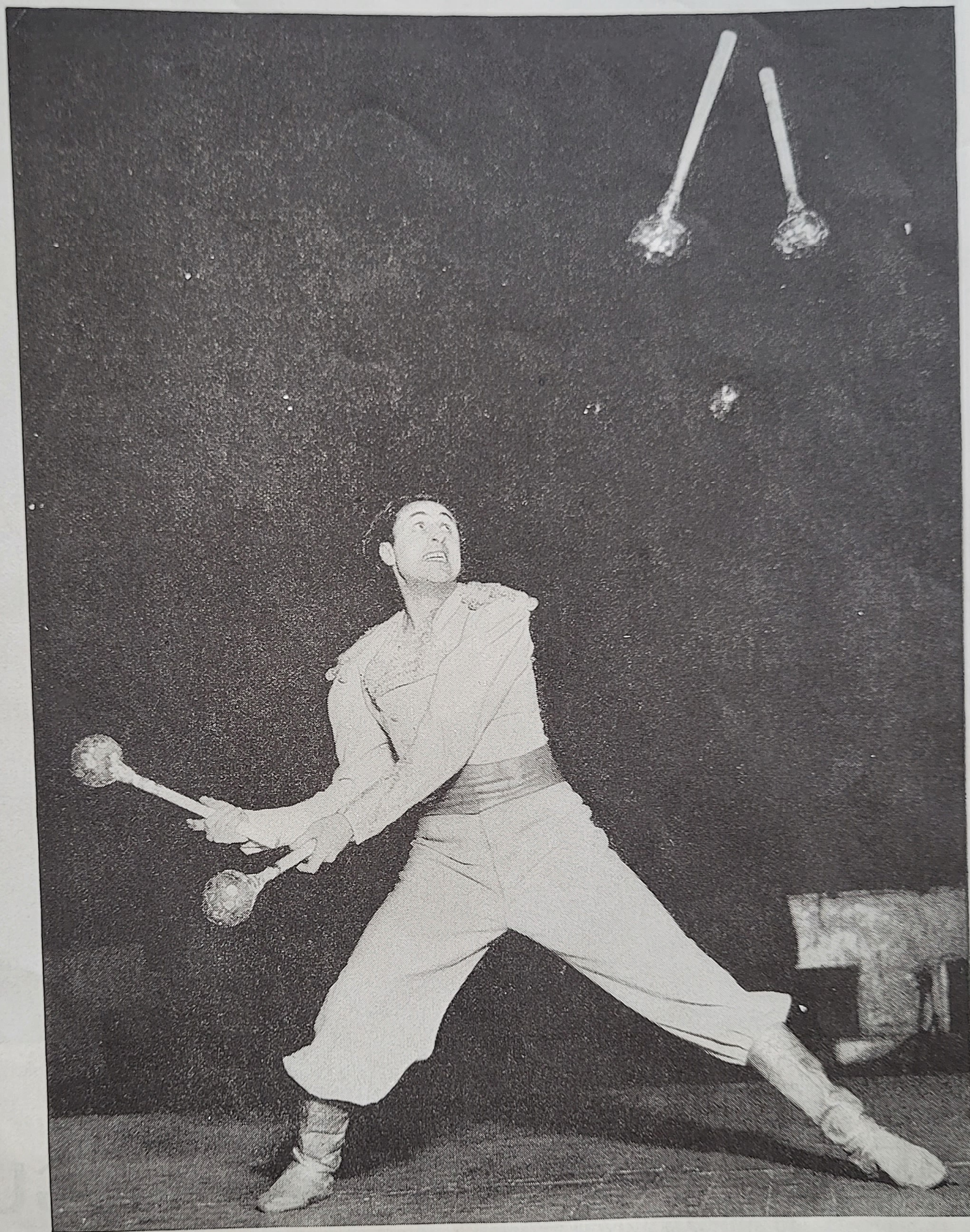
Specimens from the famous Ringling Bros. Barnum & Bailey Menagerie. Note particularly the mothers with their babies in the lower two pictures.

Source of Different Types of Wood and Purposes for Which They Are Used By The Ringling Bros. and Barnum and Bailey Circus

- North Carolina WHITE OAK
Wagon Gears
- Pennsylvania BEACH
Grandstand Chairs
- Tennessee POPLAR.....Animal Dens
- Arkansas HICKORY.....Wagon Wheels
- Oregon FIR.....Big Top Center Poles
- Ohio BASS.....Wagon Carvings
- Kentucky RED CEDAR
Pullman Car Interiors
- Missouri MAPLE.....Saddle Stocks
- Indiana IRON WOOD.....Tent Stakes
- Georgia YELLOW PINE
Baggage Wagons
- Alabama WALNUT
Pullman Car Furniture
- Maine SPRUCE.....Seat Planks
- Virginia PINE.....Tanbark Shavings
- Florida CYPRESS.....Cage Walls
- Florida PINE.....Flat Car Decking
- Brazil LIGNUM VITAE and
Bengal BLACK EBONY
Rope Splicing Fids

MAESTRO IN ACTION

*Spectacular
European
Juggler
Is Dynamic
and
Fascinating
Big Top
Personality*

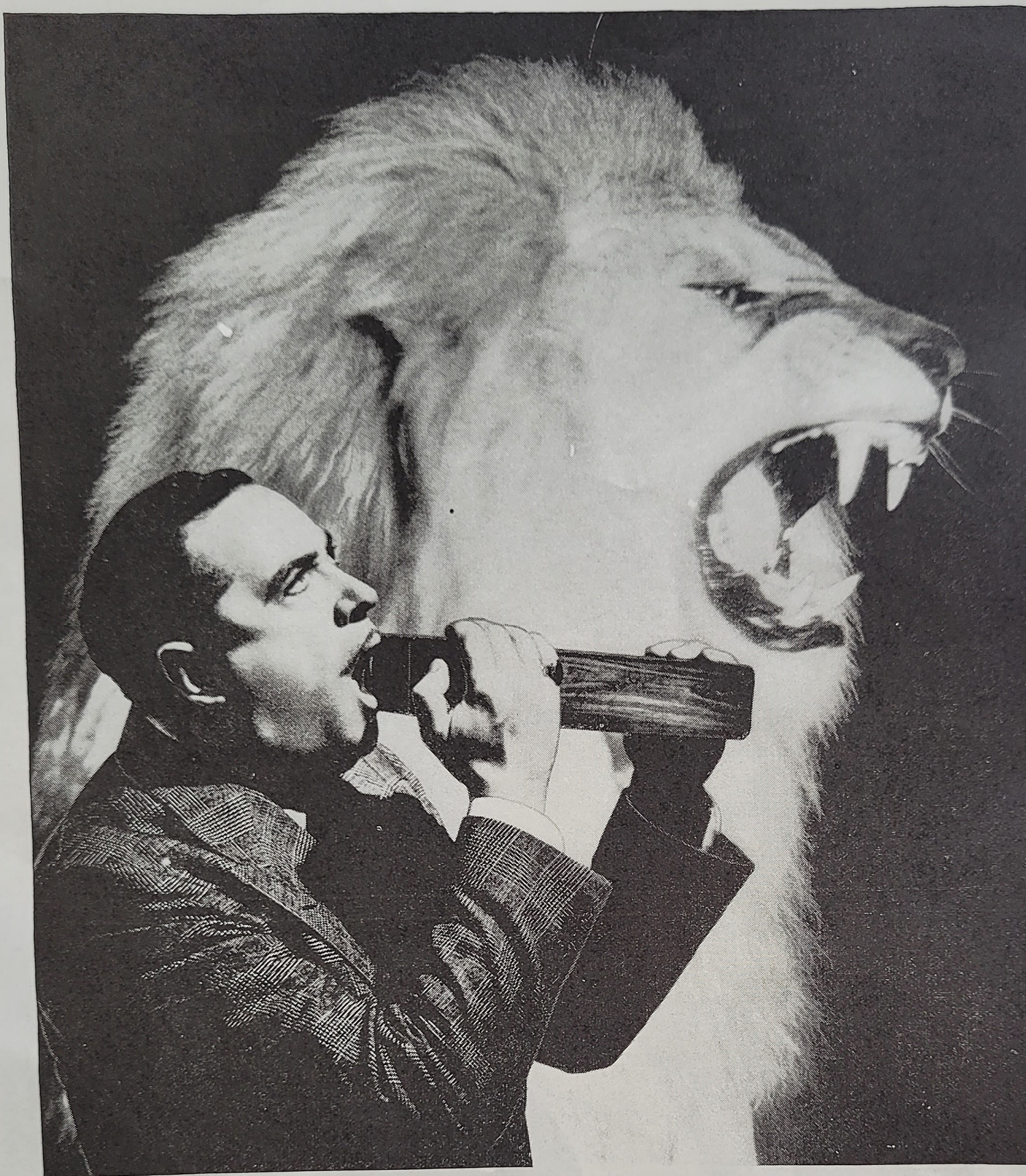


MASSIMILLIANO TRUZZI, who, with the late Rastelli, has stood head and shoulders above his fellow artists through all the centuries, demonstrates his amazing double baton routine.

ACCTION, action, and still more action—that's the credo of Massimilliano Truzzi, Europe's greatest juggling star, who has the distinction of being the only artist in his field ever to perform alone in the vast arena of the Ringling Bros and Barnum & Bailey circus.

Truzzi is never but an instant on one spot, no matter how many objects he may have spinning

in the air at the time. As a child performer in his father's circus in Russia, this Italian genius in dexterity learned the value of spectacular animation on the part of the artist. Hence, he is never still. And his lightning bursts of action are not predictable. Action, action, and still more action—and action unexpected. That's the great Truzzi.



**BRADLEY
BARKER,**
*noted wild
animal
imitator
of radio
and screen
makes big
talk with
Ringling
jungle beasts*

BRADLEY BARKER running through his repertoire of lion calls before a screen projection of Menelik, one of Alfred Court's star performing kings of beasts with The Greatest Show on Earth.

HE SPEAKS THEIR LANGUAGE

By Roland Butler

THE wild animals of the Ringling Bros and Barnum & Bailey Circus—those that perform in the Alfred Court mixed groups and those that pose and pace in the menagerie cages—know Bradley Barker as they know no other human being. Brad, the famous imitator of animals for the movies and the radio, literally speaks their language.

When Bradley imitates a lion, the Ringling colony of kings of beasts prick up their ears and listen. In another moment all of them are roaring, grunting and growling their answers. The same goes for the tigers, the leopards and all the other

cat animals. Brad can start all of the fifty elephants trumpeting with one call on his weird sound diffusers. He will touch off a battle royal in the monkey cage with a faint squeaking noise in his larynx.

For quite a while Barker imitated the various animals in the menagerie from hiding places in the huge tent. When he had tested his many calls thoroughly and could get without fail instant jungle responses, he began to do his stuff within plain sight of the animals. Even with their eyes on him they

fell for the imitations, although they seemed somewhat puzzled. But not for long. Now, Brad seems to have been accepted as one of the species in all sections of the menagerie.

Of all his imitations, Brad says that a lion stalking his prey is one of his easiest, but a very difficult sound to produce is the sharp trumpeting of an elephant. Other calls are those of the mother camel to its baby, and the bay of the baboon, the snarls of jaguars and pumas and the weird barking booming of Gargantua the Great and his bride, M'Toto, the world's most famous gorillas.

Brad Barker began his career as an animal imitator when he was a star motion picture villain in the silent days with Billie Burke, Marguerite Clark, Alice Joyce, Dustin Farnum and Richard Barthelness. He did his animal calls to amuse them and other friends.

When talking pictures came to the screen, Brad saw a new field in sound, and he developed his natural flair for imitations seriously and swiftly. In no time at all, he was Hollywood's foremost animal imitator, with a new and lucrative career well established. Soon he was also in demand by the radio, and these days he alternates the screen and the air waves in his work.

Brad says it is not enough to imitate a certain sound his animal friends make. They have moods, of course, and the roar of a lion, for instance, may have ten or twelve inflections. Barker understands them all and reproduces them perfectly.

Of course, Henrietta, Andy and Soudana, the Ringling Bros and Barnum & Bailey giraffes have the laugh on Brad. They have no vocal cords and can make no sound. He can't speak their language. But he can make big talk with all the other wild creatures—and the tame pets, too,—with the Big Show, and that's fun for everybody and every being with it. All the sixteen hundred human troopers with the circus get a bigger bang out of Brad Barker's frequent visits than do the animals themselves. It's something to hear a man talking turkey with a tiger.



You'll be under

**THE
BIG TOP**

when you wear a

STETSON

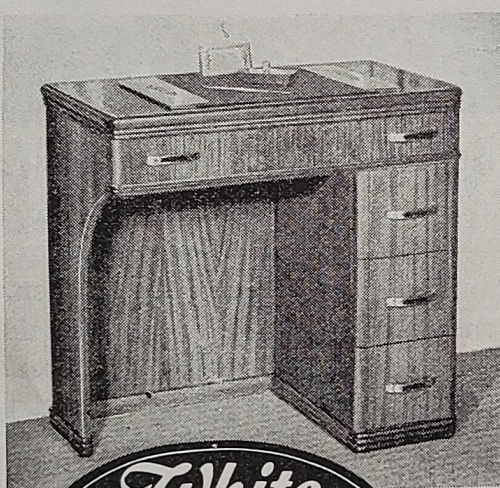
"Playboy"

—the biggest name in men's hats in years—the most popular hat made by Stetson. Light in weight with smart yet informal lines, it tops wise heads everywhere from New York to California and all points north and south. Your hatter has the "Playboy".

STETSON HATS

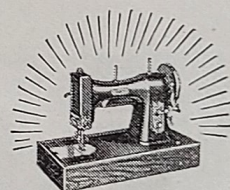
JOHN B. STETSON COMPANY

PHILADELPHIA



White
SEWING MACHINES
Since 1876

This modern desk reveals a White Sew-master . . . the modern magician of sewing . . . when you lift the top.

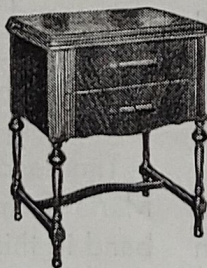


WHITE SEWING MACHINES
Now Furniture Styled

The useful, purposeful furniture styling of White sewing machine cabinets suggests placing them where you like to sew. There are styles to enhance any room . . . all of them combining features to multiply sewing enjoyment and sewing economy. Think of White sewing machines as gracious pieces of furniture as well as capable sewing servants.

See "Where To Buy It"
Section of your phone
book for nearest Dealer.

WHITE SEWING MACHINE CO., Cleveland, O.



This occasional table or night stand model transforms any bedroom into a delightful sewing retreat.



An Early Colonial Maple table model White Electric. Note the authentic detail of wear rounded edges.



Servette model for the woman who will enjoy using her White in the dining room. Handsomely finished in walnut.

HE LEADS WITH HIS LEFT

By
**F. Beverly
Kelley**



MERLE EVANS, Bandmaster of The Big Show.

YES, this champion leads with his left.

And he leads the finest musical organization of its kind in the world. Merle Evans, maestro of the Ringling Bros and Barnum & Bailey band directs his lads with his LEFT hand because his right is busy with one of the best-played cornets to be heard this side of Gabriel's own brass section.

Circus bands, by and large, are taken for granted—like the morning paper and the milkman and the integrity of Caesar's wife. The spotlight that shimmers on the performing stars of the big show seldom shines on the musicians. Yet the music of the circus is the medium through which it becomes articulate and the band is the bright, spangled frame upon which the exciting pattern of the performance is stretched.

Evans recruits his men from the best of musical organizations and schools, but holding down a chair in this circus band is one of the most difficult assignments in music. Two three-hour stretches of steady playing preceded by thirty-minute concerts every day make the fabulous labors of Paul Bunyan and of John Henry seem mere child's play by comparison. Circus musicians not only have to be well-grounded in music; they face a tough physical grind. Hardest item on the big-top musician's slate is the gallop, played one to the bar where

two are written. Gallops rendered at a breath-taking tempo add that special zest and flavor to the circus music menu.

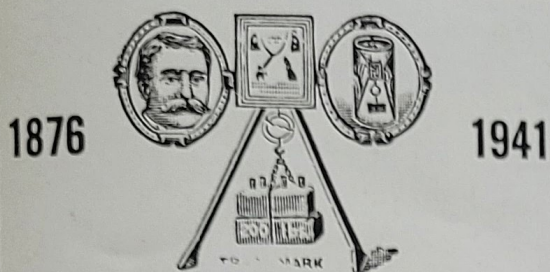
Running the musical gamut from the difficult classical numbers to the latest popular tunes intermingled with waltzes, schottisches, tangos, rhumbas, cakewalks and polkas, the surging allegro of the Evans cornet has echoed from the shores of the Atlantic to the snow-capped peaks of the high Sierras steadily since 1919 when first he took up the baton of The Greatest Show on Earth. His band plays upwards of 175 cues each performance. Nobody except Merle Evans ever has led the band of the combined Ringling Bros and Barnum & Bailey shows and nobody else in the whole realm of Orpheus has such a record. Cartoonist Robert Ripley pictured him a year ago when he concluded his twenty-first season as bandmaster for the Big Show without ever having missed a performance.

Thousands of winter visitors to St. Petersburg see and hear Merle Evans as guest conductor of the fine municipal concert band in this haven of beauty and sunshine and hospitality on Florida's west coast.

His circus band is the only one ever to make phonograph recordings. Columbia records of the Ringling Bros and Barnum

(Continued on page 51)

STICK with MAJOR'S and MAJOR'S will STICK with you, USE the BEST that's stood the TEST for over 60 years. THE OLD ESTABLISHED CEMENT that GRAND-MA and MOTHER used in the GAY NINETIES.



MAJOR'S CEMENT has been a by-word for a good many years, when a cement was needed to repair that broken Gift, the priceless Heirloom, the Antique, the treasured piece of China, VASES, GLASS, FURNITURE, VENEER, PIANO KEYS, TIPPING BILLIARD CUES, ETC.

AT DEALERS; 25c per bottle or mail



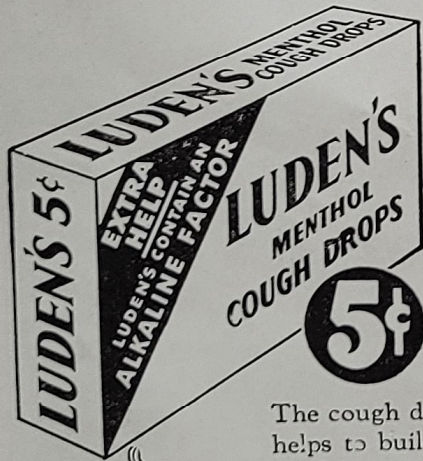
Sticks to its job

Also MAJOR'S RUBBER CEMENT @ 20¢ per bottle, 5¢ postage if ordered by mail. You can purchase our CEMENTS at DRUGGISTS, HARDWARE, GENERAL STORES.

or direct

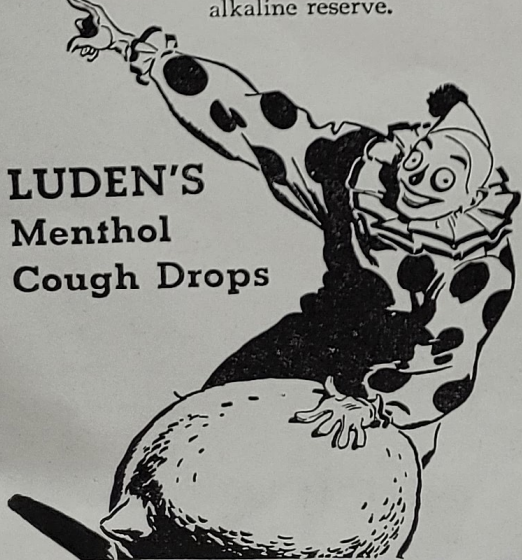
MAJOR MFG. CO.
461 PEARL ST. N. Y. C.

"Lemons and Luden's
They both are al-ka-line;
They help you in resisting colds,
To keep you feeling fine!"



The cough drop which helps to build up your alkaline reserve.

LUDEN'S
Menthol
Cough Drops



HE LEADS With His Left

(Continued from page 50)

& Bailey Circus band (Colossus of Columbia, Pageantry, Entry of the Gladiators, Old Glory Triumphal, Circus Echoes and Gentry's Triumphal) are part of musical Americana. The F.W. Fitch Company's "Bandwagon" radio network program received the most favorable response in its whole history on the night the circus band rode the airwaves.

Columbus, Kansas, is the birthplace of Merle Evans, but he belongs to the whole world of music to which he continues to contribute a miraculous measure of spangled sharps and flats and where, he stoutly maintains, "life begins at forte!"

THE RINGLING STABLES

(Continued from page 11)

hitch of registered Percherons and a four of pure bred imported Clydesdales.

Thoroughbred and hunter bred horses are used by the circus for its jumpers and these may be seen daily at work in the outdoor arena, where the show horses are also worked.

In addition to the scores of horses that perform routines in the performance, the circus maintains a separate and distinct show stable where some of the finest horses of this type in the country are quartered. Included in this department are three- and five-gaited horses, fine and heavy harness horses, hackney ponies and hackney horses and the most colorful of all show horses, the roadsters.

During the winter months these blue ribbon winning blue bloods travel in state to the various Florida horse shows, but in the summer they return to their roles of circus troupers.

Last, but certainly not least from the viewpoint of the nation's kiddies, are a couple of baker's dozens of tiny Shetland ponies, no less regal in their lineage than the best of the thoroughbreds (running horses), saddlebreds (horse show types), standardbreds (trotters, pacers and roadsters, hackney harness horses) and the draft breeds previously mentioned.

Hitch of registered percherons from the G. A. DIX Farms of Delaware, Ohio, famous heavy horse center, and a four of pure bred, imported Clydesdales.



ABOVE ALL

Sayman's

VEGETABLE WONDER

Soap

for **RICH LATHER**

Circus people know the secret of appearing fresh and bright, no matter how many one night stands they play. For years these troupers have been enjoying the brisk cleansing lather, the delightful stimulation that follows a tub, shower or shampoo with Sayman's Vegetable Wonder Soap. Day in and day out, in water just as they find it... hard or soft, mineral or alkali, hot or cold, Sayman's Soap satisfies the circus folks. Take a tip from these artists!



Special To New Users

A PAIR OF

Lovely

Silk Stockings

FOR ONLY 25c
and a Sayman Soap Wrapper

Hosiery is three-thread, pure silk with picoted hems, reinforced mercerized heel and toe, in latest shade of clear, warm beige.

Write your name, address, and stocking size on the back of a Sayman Soap wrapper and send with 25c (in coin) to:

SAYMAN PRODUCTS CO.

Department R. R.

St. Louis, Mo.

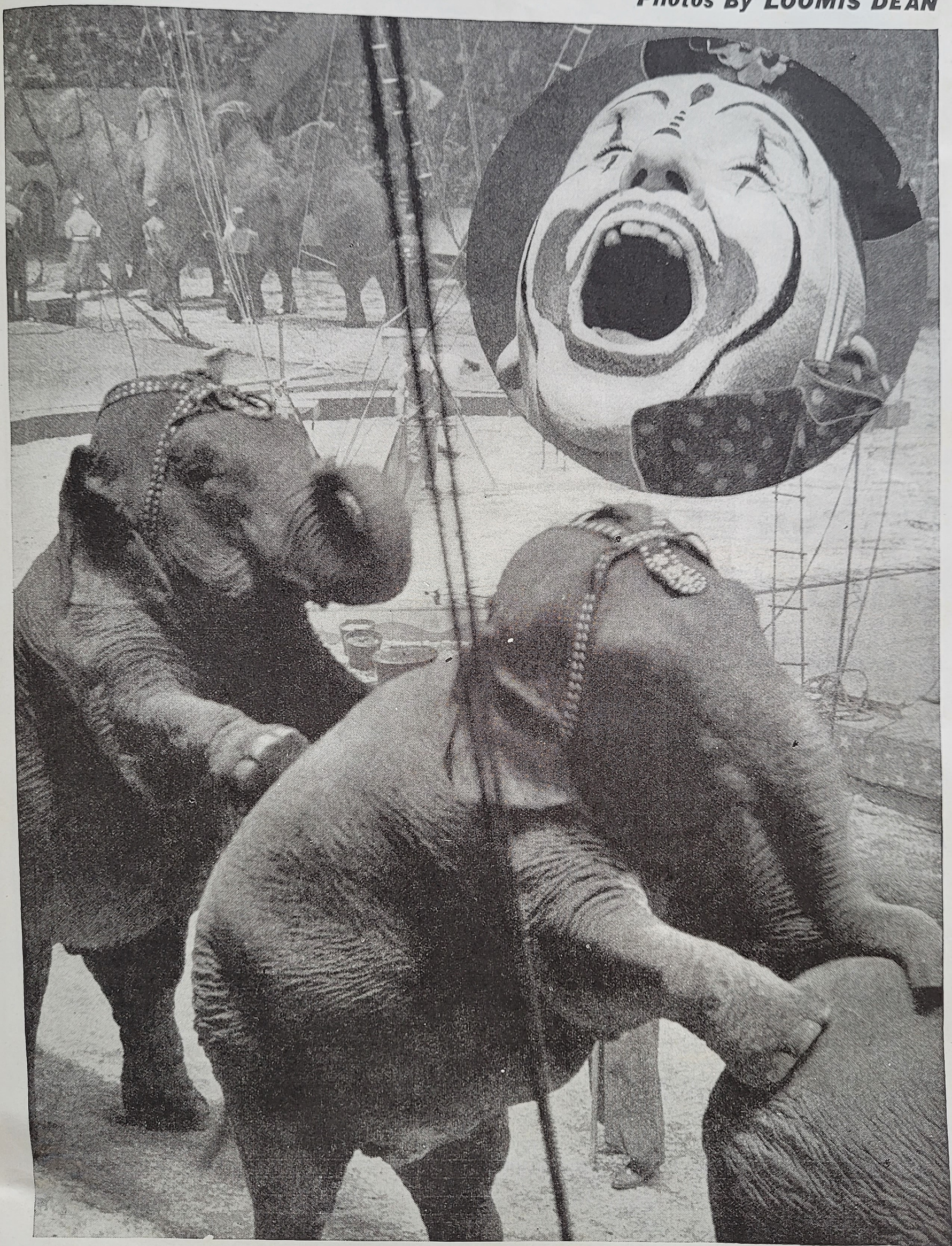
For sale at drug, department, grocery and chain stores.

OUTSTANDING VIEWS OF THE BIG SHOW

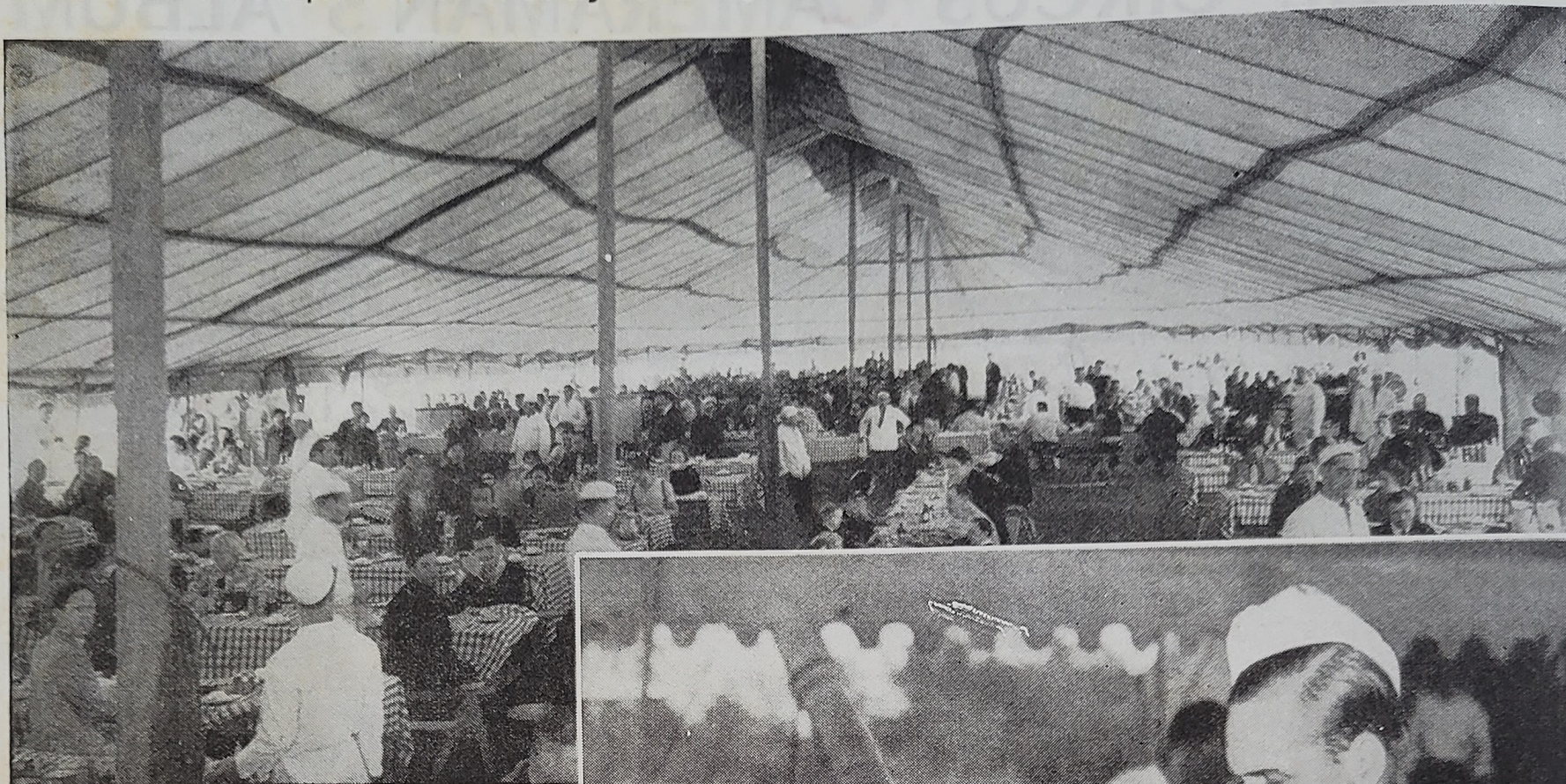


FROM THE CIRCUS CAMERAMAN'S ALBUM

Photos By **LOOMIS DEAN**



A view of the staff and performers' half of the Big Show's dining tent at breakfast time, and one of the chefs' aides tossing flapjacks.



NAPOLEON SAID IT—

***Like an Army, The Circus
Travels on Its Stomach, and
Hotel Ringling, World's Largest
Traveling Restaurant, Keeps
That Stomach Stoked***

**By
Colonel Louis A. O'Donnell,
U. S. Army, Retired**



TRUE in the little world of tanbark and tinsel that is the circus, or that was the circus before John Ringling North began restyling, streamlining and beautifying it, is Napoleon's famous saying, "An army travels on its stomach", for it applies exactly to the army of nine hundred workingmen with The Greatest Show on Earth.

Yes, the circus travels on its stomach, night after night, and to keep it on scheduled movement a hotel rides on the first

of the four, long circus trains. First on the lot and first off is the hotel—the cookhouse, dining and commissary department of the Ringling Bros and Barnum & Bailey circus. At the crack of dawn the odor of frying bacon, ham and eggs comes from the group of tents wherein the food of the sixteen hundred people of the Big Show family is prepared and served three times daily by a steward and some seventy chefs, assistants,
(Continued on page 57)

**"FANGS BARED,
THE JUNGLE
BEASTS
CREPT CLOSER
TO ME!"**

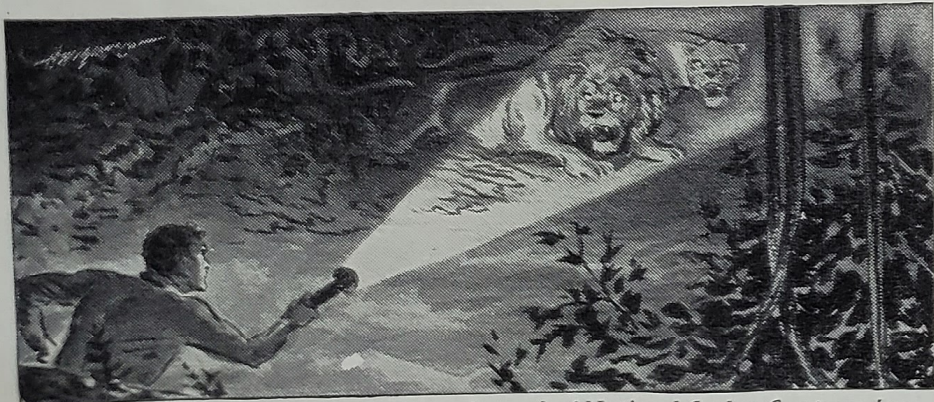
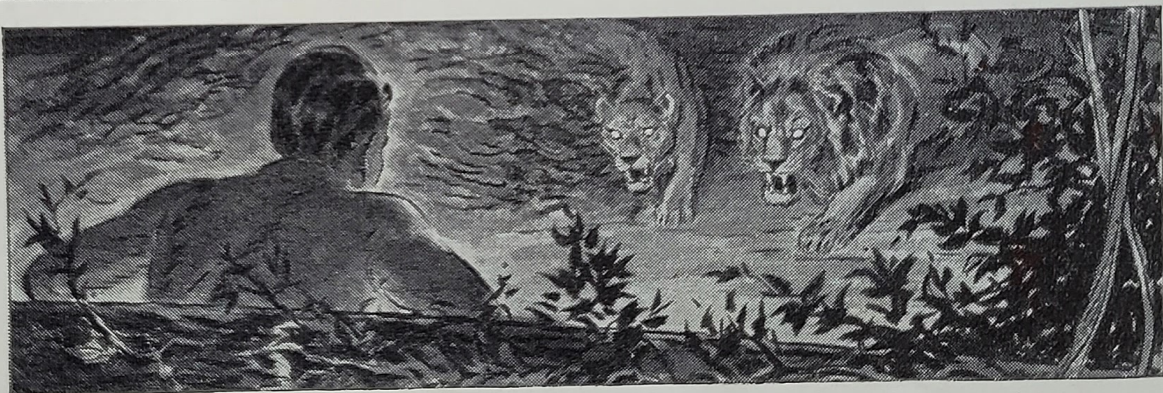


A true experience of CHARLES "TEX" STONE, Dallas, Texas, world's foremost hunter of big game with bow and arrow.



1 "RETURNING FROM A HUNTING TRIP in the African bush one night," writes Mr. Stone, "I stopped to re-set a heavy log trap. Putting aside the haunch of meat I was carrying, I lifted the dead-fall. Suddenly I slipped! The log fell, pinning me flat!"

2 "THEN I HEARD A LION ROAR! It had followed the scent of the fresh meat! As I worked frantically to free myself, there was a stealthy rustle in the underbrush! I knew that death crouched in the darkness! Then I thought of my flashlight . . . switched it on . . .



The word "Eveready" is a registered trade-mark of National Carbon Company, Inc.

3 "TWO ENORMOUS LIONS stood snarling at me . . . ready to spring! But the piercing beam held them at bay. Digging frantically at the soft earth, I finally got free of the trap. Thanks to those dependable 'Eveready' fresh DATED batteries, I was soon back at camp.

(Signed) *Charles "Tex" Stone*



FRESH BATTERIES LAST LONGER... Look for the DATE-LINE

NATIONAL CARBON COMPANY, INC., 30 EAST 42ND STREET, NEW YORK, N. Y.

Unit of Union Carbide and Carbon Corporation



At the Williamsburg Inn



CANDIED APPLE RINGS WITH BACON...

SWIFT'S PREMIUM BACON



From Duncan Hines'

"ADVENTURES IN GOOD EATING"

... the famous directory of fine eating places along the highways of America

WILLIAMSBURG, VA. Williamsburg Inn

Route 60 ... 50 Mi. E. of Richmond. Open all year. Here in the heart of the historic Virginia Peninsula is the Colonial capitol, restored to its appearance during the 18th century ... you will enjoy staying at the new Inn. Spacious rooms, complete appointments, all the charm of a superb country inn in a truly unique setting. Southern cooking of the highest standard.

It just stands to reason that Swift's Premium Bacon would be served at the Williamsburg Inn. For visitors gather there from every state, and Swift's Premium is the bacon all America prefers.

In a nation-wide poll on "What's the best bacon?" Swift's Premium got more votes than the next seven brands combined!

Swift's Premium is the bacon with the famous "sweet smoke taste," a flavor deliciously mild yet full of "come on." No other bacon has it, for no other gets Swift's secret Sugar Cure and special Smoking in Ovens.

Tomorrow, try Swift's Premium Bacon and candied apple rings.

The bacon America votes best!

In a nation-wide poll made by the Psychological Corporation, thousands of women were asked "What's the best bacon?" Swift's Premium got more votes than the next seven brands combined!



"Sweet Smoke Taste" from
Swift's secret Sugar Cure and
special Smoking in Ovens

Copr. 1940 by Swift & Company

SAY SWIFT'S PREMIUM FOR THE FINEST MEATS:

Bacon · Ham · Beef · Lamb · Poultry
Veal · Frankfurts · Table-Ready Meats

WILLIAMSBURG INN APPLE RINGS AND BACON. Pan fry slices of Swift's Premium Bacon slowly, turning frequently. Drain on absorbent paper. For 12 slices of bacon, core but do not peel 3 red apples and cut in ½ inch slices. Brown lightly on both sides in bacon fat. Pour ¼ cup sugar over slices and baste until candied. Add ¼ cup water, cover and let cook until apples are just tender. If desired, sprinkle with red sugar. Arrange with the bacon on hot platter. Garnish with parsley.



REMEMBER, THE MEAT MAKES THE MEAL

Napoleon Said It—

(Continued from page 54)

bakers, waiters and bus boys.

This establishment, so vital to the circus' welfare, is sometimes functioning in today's stand while the fourth show train is still in yesterday's town. The cookhouse and dining tents must be looking after the inner man needs of the working forces arriving not only on the first but on succeeding trains. Hence they, (and they constitute the Hotel Ringling), must "git thar fustest with the mostest" efficient haste. Hundreds of men, who move the show and put it up and take it down, must be fed at a certain time and on time, so George Blood, the steward, and his Hotel Ringling personnel must step high, wide and handsome each and every day throughout the long road tour.

The dining tent is a long, rectangular affair, with a curtain in the middle, separating the workingmen's tables from those of the executives and performers. But the food is the same on both sides. The general manager and the last rookie on canvas eat alike and like it. The cookhouse, proper, with its field ranges and steam tables and huge kettles, lies on a flank of the dining tent, and to one side of it is the dining tent for colored employees. Their food is the same, of course. At either side of these tents are the stores tops and the office tent of the steward.

One often hears and reads that the officers of the former Kaiser's Imperial Army, the French, Dutch and British armies studied the operation of the Barnum & Bailey part of the Big Show when it was in Europe at the turn of the century, and modeled their field ranges and train unloading after the circus ranges and methods. That is true. The Big Show system is as nearly perfect as thought and experience can make it, and the U. S. Army has always closely observed it.

In the dining tent, families are seated together, as are troupes of performers. Side show people have their own tables, as have members of the staff. Waiters in white jackets serve them as well as do waiters in average restaurants. They strive to please, especially as they are tipped on pay days, which come weekly. There is no loud skylarking at table. Circus people conduct themselves as though they were in their own homes.

There is gay banter and chatter and there is laughter. In fact, everybody makes himself at home, which he is. There is one rule—no smoking at table. That's because there is not time for loitering over coffee, cigars and cigarettes, especially at dinner, which is served from 3:30 P. M., to 5:30 P. M., when the Hotel Ringling is torn down, loaded on wagons, hauled to the "runs", or loading points, and run up on the 70-foot flat cars of the first section of the circus trains.

The Big Show feeds well, and everything in season, such as melons, corn on the cob and fresh vegetables of all kinds are served often. Chicken dinners are common. Breakfasts of bacon and eggs, ham and eggs, steak and eggs are buttressed with stacks of flapjacks. There are always several courses, and each and every man, woman and child may order as he or she wishes.

Hotel Ringling supplies are contracted for by agents five or six weeks ahead of the show, as are the coal and wood fuel.

Often the steward leaps ahead to the larger cities to purchase extra foods and delicacies. Everything is purchased locally. It is a big order, of course, this list of foodstuffs for 1,600 people, who live and work and dare outdoors from early April to mid-November.

Here is the steward's order for an average day:

2,470 pounds of fresh meat
226 dozen eggs
2,220 loaves of bread
285 pounds of butter
30 gallons of milk
1,300 pounds of fresh vegetables
200 pounds of coffee and tea
110 dozen oranges
2 barrels of sugar
36 bags of table salt
50 bushels of potatoes
3,600 ears of sweet corn
350 pounds of salad

Yes, Napoleon said a mouth-full. Like an army, the circus travels on its stomach. Men who struggle through wind, mud and rain to raise the city of canvas day in and day out, must be fed. They are fed, and fed well. The Hotel Ringling sees to that, here today and there tomorrow. The world's largest traveling restaurant never misses.

HOMMEL'S

Distinctly American Champagnes naturally
fermented in the bottle, slow process.



Hommel's
EXTRA DRY Champagne
Hommel's
WHITE STAR Champagne

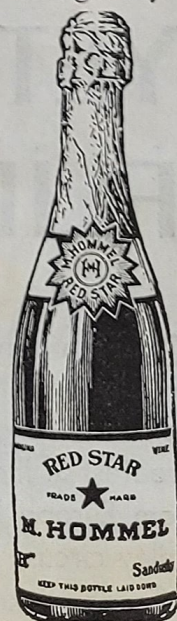
also
Hommel's Red Star } Sparkling
Hommel's Ideal Red } Burgundy

And a full line of
Dry and Sweet Wines
Try our New Quince
Cocktail Wine. Makes
a big improvement in
your cocktails.

AMERICAN
CHAMPAGNES
for
AMERICANS
Since 1878

Highest awards
wherever exhibited

THE M. HOMMEL
WINE CO.
Sandusky, Ohio



When in Sandusky visit
Our Celebrated Champagne Cellars

ELLY ARDELTY, European circus headliner and one of the greatest aerialists in history, now a preeminent feature of the Ringling Bros and Barnum & Bailey organization.



SHY, YET SHE FLIRTS WITH DANGER

SHE'S a demure, shy and friendly little person, is Elly Ardelty, yet she has one of the most difficult acts in all the circus world, and she's one of the greatest of the headline aerial thrillers ever brought from Europe by the Ringling Bros and Barnum & Bailey circus.

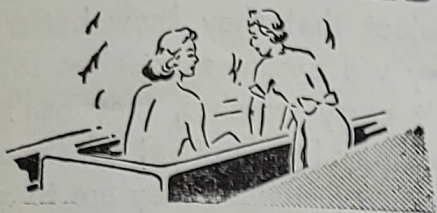
So dangerous are her flying trapeze feats that few in any land have ever tried to imitate them, and that's a record in any kind of show business.

Elly's finish trick is the most sensational a woman

star has ever accomplished. She hurls her trapeze bar and herself into great swinging arcs from one side of the tent dome to the other, a distance of 70 feet.

Then she proceeds to stand on her head on the slender bar while thousands of awed onlookers hold their breaths. The terrific swing of the trapeze makes even old showmen wonder how she can maintain her balance. But she does—fearless and agile tiny mite high above the middle ring.

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FRANK W. BYRNES, Manager

**HOT SPRINGS
NATIONAL PARK, ARK.**

THE CIRCUS WITH ITS HAIR DOWN

(Continued from page 25)

dull garb and drab atmosphere. The imperial, majestic, dominant manner he brings into the center ring is mysteriously gone. Here you see him in a casual, almost indifferent mood, but it isn't long before you realize this is one of the secrets of his success. It is one way he has of making the beasts feel that, after all, he is their friend and this being so they should respond to his desires. In some way, too, we imagine he brings to them a sense of showmanship and that their manner changes in much the same proportion that his does when the lights go up. Down at winter quarters even the animals seem to feel they are not to expect admiration and applause; that the whole procedure is geared to hard work and more hard work. And although Court has gone higher in his peculiarly fascinating profession than any other man or woman he is still a stickler for perfection; he will work four, six, even eight hours a day in an otherwise empty place developing the understanding between trainer and animal which is necessary to compliance. "To get one leopard to do as I wished I worked with him 10,000 times," he told us last winter, and we can readily believe it.

Well, this is how it is at winter quarters. The stars without their glitter but still with all their genius. Here, there and everywhere celebrities of the circus training, practicing, innovating, failing, trying again and again until they are able to smile happily and say, "There! that's it. I've finally got it." And no stranger sight will ever greet the eyes of the innocent bystander than that of a Dresden china-like blonde balancing herself on her head on a trapeze and swaying eerily high in the air against a background of brooding pine trees. That would be Elly Ardelty, the sweetheart of the big tent. It's nice to fancy that she with her daring, patience, ambition, even drudgery, sets the key for all that goes on when the circus has its house clothes on and there's nothing but work to do. They say a sweetheart can move worlds and the circus is a world of its own, isn't it?

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GEE! IT'S GREAT UP HERE TODAY!

IT'S GREAT ANYWHERE WHEN YOU CHEW MAIL POUCH

MAIL POUCH

Chewing Serves To Steady Nerves

FROM WINTER QUARTERS, N.Y.

(Continued from page 8)

seem as attractive as the circumstances under which you will be reading these words; nothing quite so dull as the circumstances under which they are being written.

My friends, the brothers North, who run the circus, haven't shown me a program for this year, so I don't really know what I'm missing—and you're seeing, you lucky guy, you fortunate gal. But there are so many things about the circus that are constant and traditional that I can always have a roaring good time even without any new stuff. As a third-generation circus fan I have every right and reason to expect to find old friends among the sights and sounds and smells, but I guess you know that as well as I do.

Of course there have been changes, not only in the circus but in me. I had the good fortune to see my first circuses in a small town in Pennsylvania. The train or trains would be due at four a. m., which of course meant that I would be dressed at three. Not only would I be dressed, but how! Either in leather cowboy chaps and sombrero, or whipcord breeches, for I always made a point of greeting the circus on the back of my Shetlandpony. The reason for that was that I quite understandably wanted people to think I had some official connection with the circus, and when I remind you that I once rode Buffalo Bill's horse maybe you will agree that I was justified. The farmers who had come to town to see the circus unload and to watch the big free street parade would eye me with what I still like to think was envy and awe, asking me questions about which line the train was coming in on—the Pennsy or the Reading—and generally making me feel that I was at least a part owner. When finally the train arrived I got considerably less attention, but I'd had my moment and besides I wanted to watch the unloading too. Well, I can't quite see myself on a Shetland, watching the unloading today. For that matter I can't imagine getting up at three a. m. Staying up, yes, but not getting up!

Through family connections—the Ringlings always politely pretended to know the O'Hara's—I occasionally was permitted to wander about the lot, getting in the way, but learning to notice small things that I still look for. For instance, even now when I go visiting I always have an eye out for—guess what. For wagons with 16-spoke wheels. They don't make 16-spoke wheels any more, but when they made them they made them to last, and I'm sure if you have nothing better to do than to go around counting the spokes on wagon wheels you will find one or two wagons with 16-spokers. I don't know why I remember this, but I do. Another thing I always look for and find more frequently is the name of a Miles City, Montana, saddle-maker, stamped on the western saddles. He doesn't make all the western saddles, to be sure, but he made a lot of them and good ones, too. I am always fascinated by the art of a man who can handle the reins of a six- or eight-horse team with one hand, while he smokes a cigarette and brakes the wagon with his various other hands and feet. The *patine* of the English saddles used by the high school riders is to me truly beautiful, as beautiful almost as some of the equestriennes themselves. I like the unhurried, ambassadorial dignity of Fred Bradna, the ringmaster, as

in a different way I admire the *sotto voce* comments of the "talkers" who invite you to the sideshows. I am amazed at the force of the brass section of the band, as powerful and true at half past four as it was in the "spec." I wonder at the performers, with whom I have chatted backstage, and what it is that tells them at just what split second to enter the main tent. You will be talking to them about Marcel Proust or some other recondite subject that they know better than you do, and suddenly they will excuse themselves to enter the main tent. They don't carry watches, they can't hear music cues, and the previous acts have not yet left the arena; but somehow they always know just when they are to go on. Naturally I long since have given up trying to figure out how the circus gets unloaded, set up, fed, and performed, fed, performed, struck, and re-loaded. I concede that it happens almost every day. I even believe it. But I flunked trigonometry in prep school, so I couldn't hope to figure out the organization genius of even the small circuses, let alone that of RBBB. These are a few of the things I notice when I go to the circus, notice, or look for. What with noticing and looking for these things, as well as watching the circus like any normal human being, I have a busy time.

Well, as I write it's a wintry New York day, and I wish I were where this is being read, instead of writing it. But maybe I will be seeing the Greatest Show the very day you read this. Last year the circus gave me a complete usher's uniform, so if you encounter a man in an usher's uniform who can't tell you where you are supposed to sit and doesn't even seem to care, that will be me—and please don't pass the children any of my bad grammar. Have a good time, and stay for the cowboys.

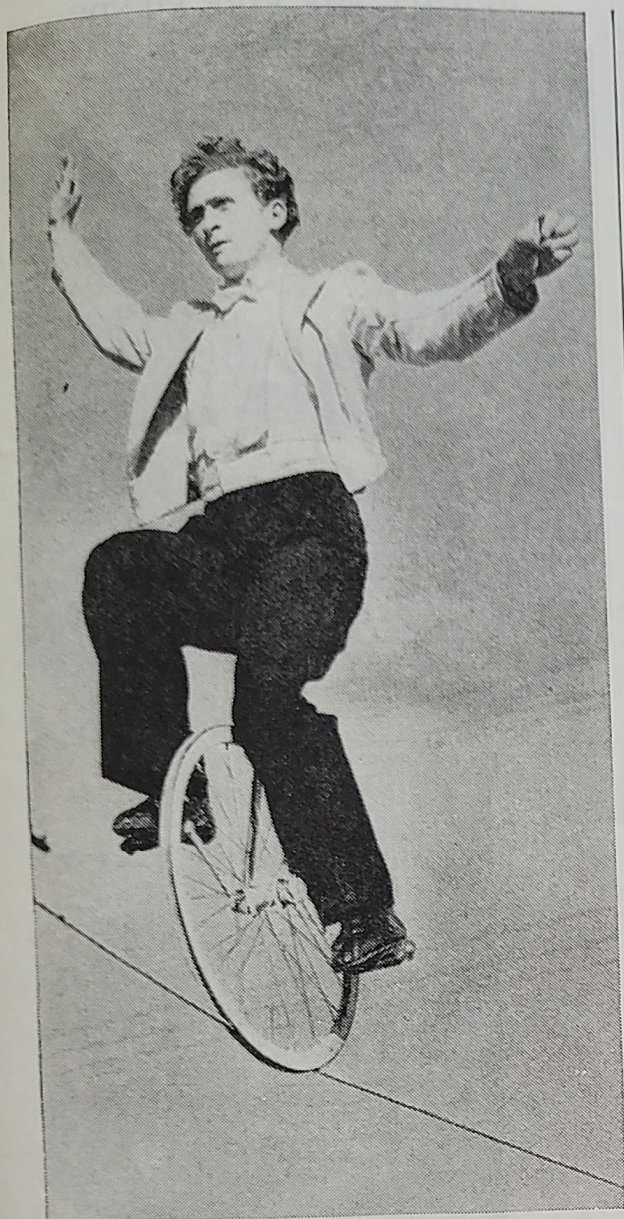
It's stopped snowing. . . .

The Sky's The Limit

(Continued from page 6)

Ringling Bros and Barnum & Bailey circus for 1941. But they were the ideas of bigtime showmen and were, no matter how daring, based on practicality. John Ringling North, Norman Bel Geddes, Henry Ringling North, Albertina Rasch, Max Weldy and others have put their brains and prolonged efforts into the shaping of an impressive and unforgettable performance. Norman Bel Geddes has futuramaized the physical show, but he did it only after months of study of the huge troupe on the road. If, as the quotation goes, genius is the art of taking infinite pains, then The Greatest Show on Earth this season is the abode of genius. Maybe, you who read this will agree after you have seen it all.





HUBERT CASTLE, Internationally celebrated wizard of the tight wire.

There are few relationships so mutually beneficial as that between the circus clown and the circus crowd. The clown gives the crowd laughs, and the crowd in turn, unwittingly gives the clown new ideas that will provide future laughs for future crowds.

This is the unanimous contention of the 100 funmakers with the Ringling Bros and Barnum & Bailey Circus.

The clowns study the audience closely. They notice when any unintentional bit of by-play brings a laugh, and that bit is immediately incorporated into their routine.

Mimicry, of course, is the most vital part of the clowning art. Things having to do with women's fashions often bring to the minds of the laugh producers ideas for skits or walk-around costumes.

A strange hat on the head of some feminine spectator, clothing of unusual style or pattern, or anything out of the ordinary in the crowd having the elements of humor, may be seized upon, amplified and made the theme of a new gag.

Clowning is one of the oldest forms of entertainment, yet its constantly changing pace makes it just as popular with the public today as it was 2,000 years ago.

The crack of their keeper's whip fails to faze three of the twenty camels in the menagerie of the Ringling Bros and Barnum & Bailey Circus, for the trio has been familiar with the crackle of machine gun and rifle fire.

Veterans of an unsuccessful tribal uprising in northern Africa, they were sold to one of The Big Show's foreign representatives by the French government, when their original masters were disarmed and sent about peaceful pursuits under the watchful eye of the Foreign Legion.



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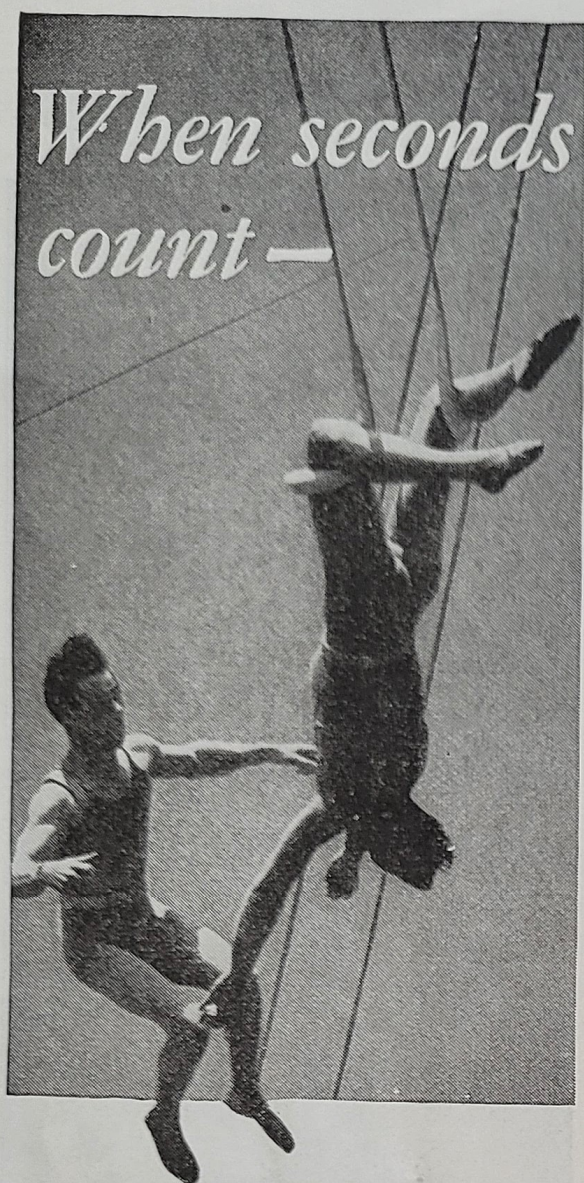
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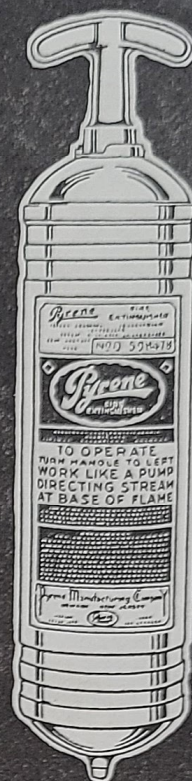
The Polar bears in the Alfred Court wild animal groups have a "bell cow," or matriarch, in Ursa, a great, white, shaggy bruin from the Arctic Circle. Ursa is the brain trust of the Court Polar bear trios; that is, out of the performing arena, for, when the Alfred Court mixed groups—lions, tigers, black leopards and panthers, black jaguars, Siberian leopards, Himalayan bears, pumas, spotted leopards, cougars and Great Dane dogs—are in the arenas of The Greatest Show on Earth, they know no command, no urge, no law other than the softly spoken cues of Alfred Court and his assistant trainers.

But Ursa is the "mother" of the Polar bear cohorts in the Alfred Court menage, and she rules the roost with a kindly and considerate hand. That is, if her subjects from the ice floes of the Polar regions are orderly and obedient. When they are not—oh, boy! Ursa is the fiercest thing alive. She cuffs like a pile driver and her jaws snap like a killer-whale's.

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RARE CIRCUS LITHOGRAPH
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SPRINGBOARD SOMERSAULTING SIROCCOS

If it's action you want, the Yacopis will hurl it at you in exciting measure, for this teeter-board acrobatic troupe, considered the greatest act of its kind, and one of the topflight features of the Ringling Bros and Barnum & Bailey circus, has almost a corner in thrilling aerial somersaulting action.

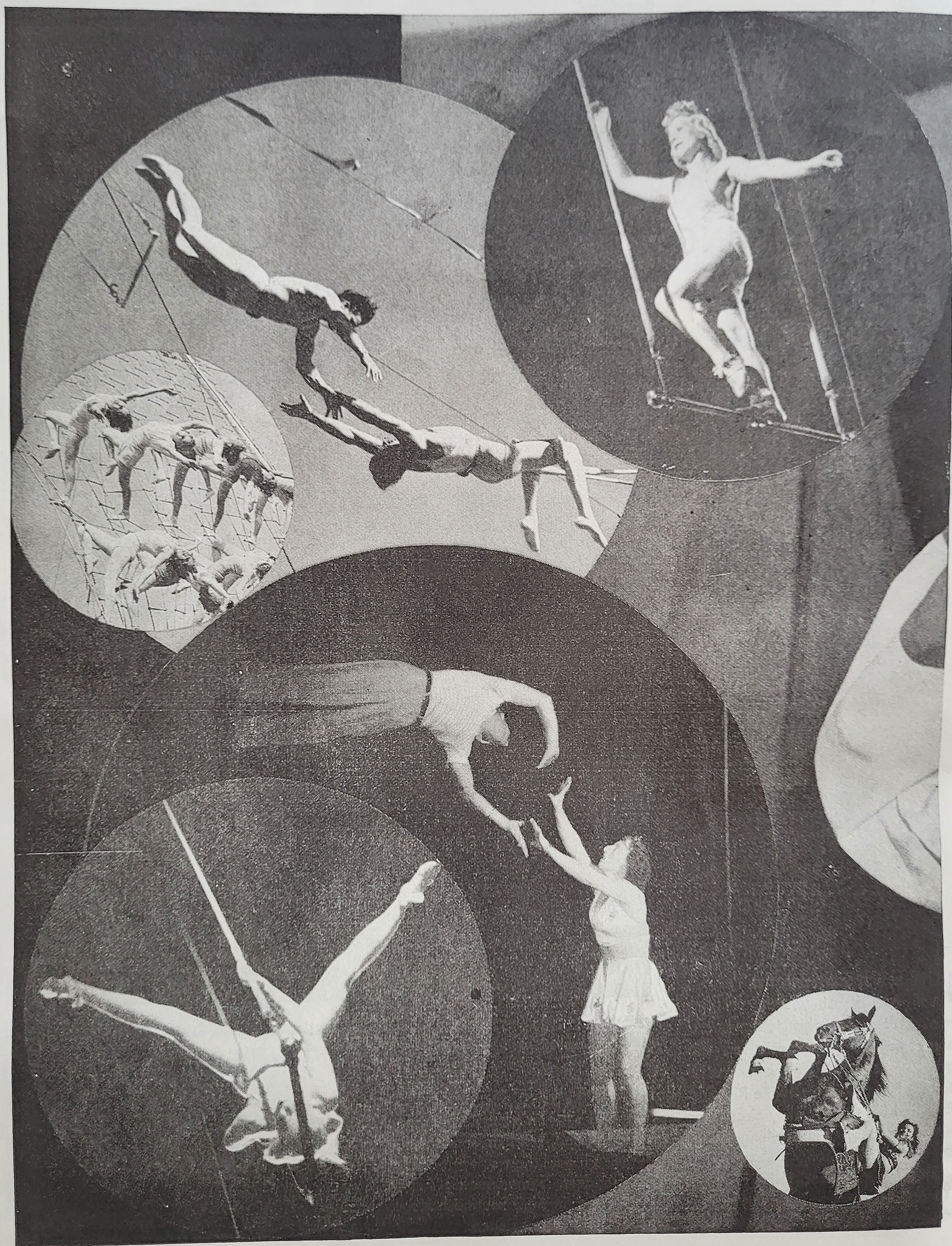
The Yacopis, headed by Roberto Yacopi, hail from the Argentine, and throughout the world they are known



SOMERSAULTING "FIVE HIGH", an amazing feat in the routine of the famous Yacopi troupe with the Ringling Bros and Barnum & Bailey circus.

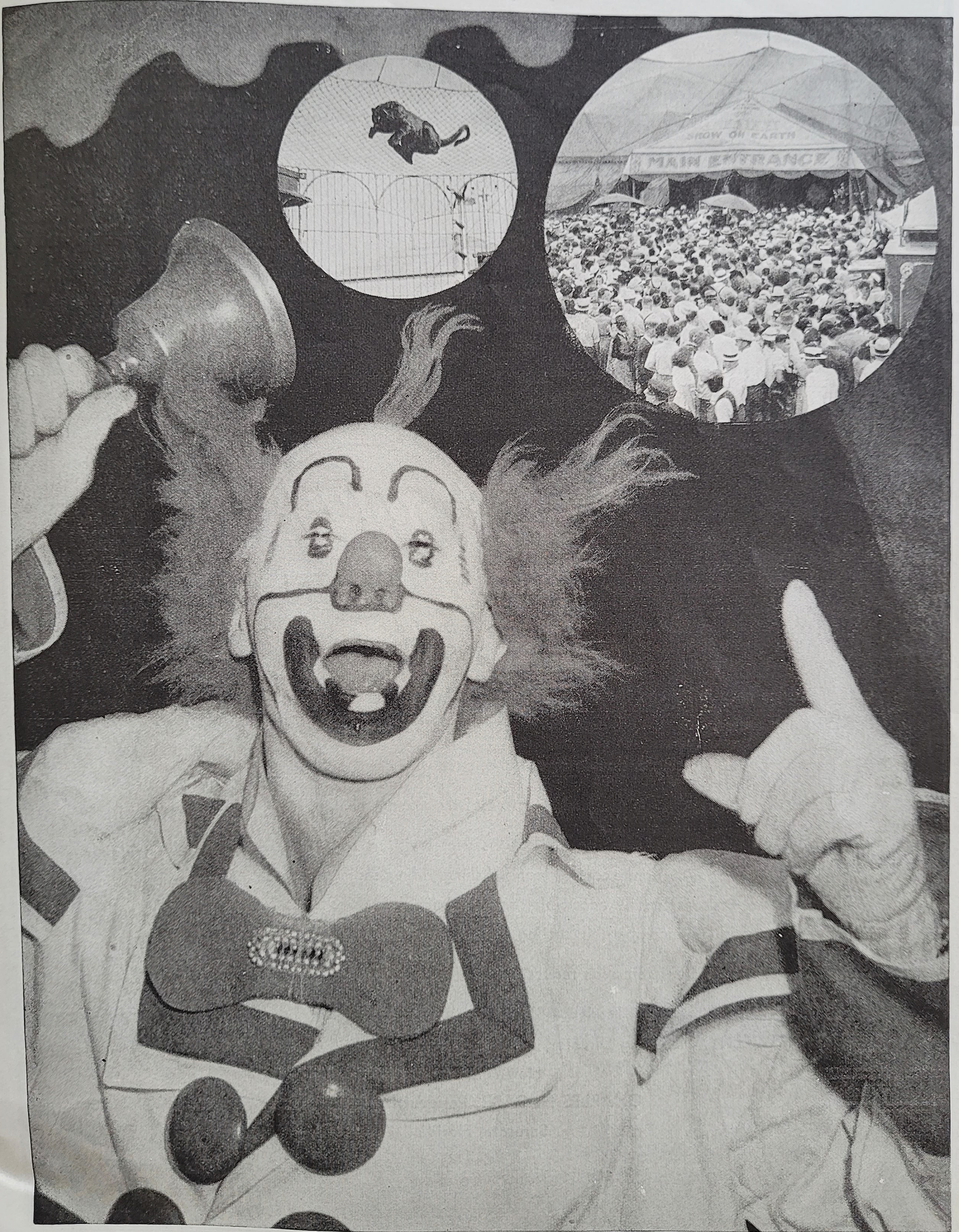
as tops in springboard triple, quadruple and tandem somersaults to the shoulders of their understanders. Somersaulting five persons high in their routine is done with amazing nonchalance.

CAMERA RECORDINGS OF UNUSUAL ACT



ION IN THE GREATEST SHOW ON EARTH

Photos By Loomis Dean





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Sarasota, the American Lido, also offers to its winter visitors all recreational features including golf at the famous Bobby Jones course, tennis, fishing, riding, sailing and yachting. Guests will find the world-famed beaches readily accessible, and it is but a short drive to the John and Mable Ringling Museum of Art with its incomparable setting and collection.

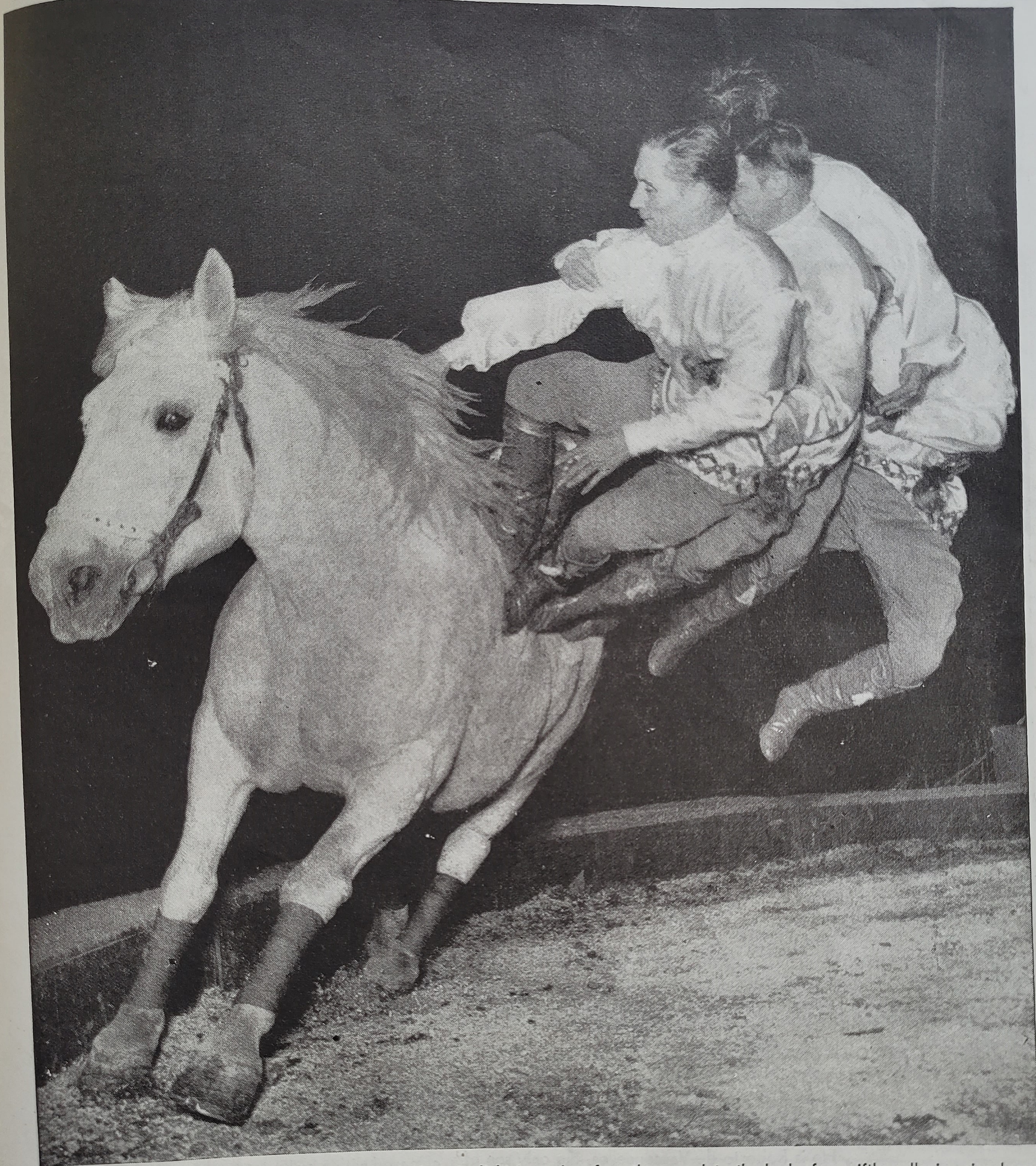
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THE FEET ARE QUICKER THAN THE EYE



Four brothers of the famous riding Cristianis Family leap in lightning unison from the ground to the back of a swiftly galloping ring horse.

The circus world has long acknowledged the Riding Cristianis as tops in bareback equestrianism.

Within the last few years, circus patrons have been convinced of this fact, for these riders are ever accomplishing the most incredible of feats. The running jump-up pictured above has never been achieved—or even attempted—by other bareback stars. There's a reason, of course.

The Cristianis have been doing these amazing stunts ahorse for over 150 years, generation after generation. They are agile, supple, hard as nails and masters of balance, co-ordination and horsemanship.

They are born to the bareback riding purple. They are great artists.

FORMER BULL FIGHTER NOW RINGLING STAR



***This
Circus
Caballero
Has
Colorful
Background***

ROBERTO DE VASCONCELLOS, master rider and trainer of high school horses with the Ringling Bros and Barnum & Bailey circus, and his famous mount, Belmonte.

A NEW equestrian star has come to the Ringling Bros and Barnum & Bailey circus.

He is Roberto de Vasconcellos, the only son of Count Ponte da Barca, of Portugal, who was, prior to the revolution which de-throned King Manuel, premier of Portugal.

During the revolt, the family left for Spain.

There Roberto's godfather, the Count of Fontalva, a famous amateur bull fighter, taught him the art of the matador. Roberto was just 15 years of age.

For years, Roberto starred in the bull rings of

Spain and Portugal, until a series of thrilling narrow escapes, in which he was wounded many times, climaxed with a bull's ripping his stomach. He very nearly died, and his mother secured his promise to give up the dangerous sport.

Young de Vasconcellos turned to riding, in which he had been thoroughly schooled before and during his bull fighting career. He appeared in all the big circuses and music halls of Europe and, in two years, was hailed as the foremost rider and trainer of high school horses on the Continent.

To The Elephants—God Bless Them

(Continued from page 21)

line of horse lovers gave him pause. Wild with pain, mind awry, "Snyder" was still a trouper. He had been around the big top for a long while, and he knew where real hell would greet him full faced if he even so much as trumpeted



menacingly at the show's horses. The great bull elephant halted, carefully looked over the horse tent battle formation—turned and charged into the fire of a .30-30 big game gun and sudden death. One shot hit him over the eye, the right eye, and dropped him cold. It was Frank Gentry who

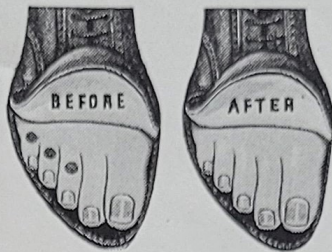
pumped that rifle, but the one steel slug in the brain did the tragic job. Men who had cared for "Snyder" year after year and men and girl performers who had fed him tidbits for years stood around that huge, sprawling body and cried—and so did Walter. And so did Frank Gentry, who had the safety of thousands of people on the lot to guard.

It is frightening to think what fifty elephants could do if they wished any human harm. They don't. They are the most even tempered, willing, great hearted creatures on God's footstool. They ever wish to please man. They are amiable, no matter how goaded or driven. They are so admirable that one often wonders why their example has no more potent effect on man. Elephants really should inspire all of us, especially as to team work and good will. But, as Walter McClain says, elephants must be handled by men of understanding. Place strange elephants side by side and you may start a riot. Separate two elephant pals in the lines and you have another insurrection. Let Walter try to feed his 50 "bulls" any of the discarded green choice morsels of Gargantua the Great, the famous Ringling gorilla, and the trumpeting and stamping and lunging of the herd is alarming. Down through the centuries comes the elephant's deep and instinctive abhorrence of a gorilla, and yet no Asiatic elephant ever had a possible chance to know a gorilla, except a captive one. It is doubtful if even the African elephants—the pygmies of the Ringling herd—could ever meet a gorilla face to face in Africa, for the gorilla hails from the Belgian Congo and the Belgian Congo only. The gorilla comes from no other place in the great, wide world. The pygmies live in French Equatorial Africa, quite a hike away.

We all know that elephants eat a bale of hay a day, that they can be scared by small animals darting through their lines, such as dogs and even mice. We know that they like peanuts, and that they have really given tremendous impetus to the peanut industry of America. We also know that the Ringling elephants have probably eaten within the last sixty years a pile of peanuts as large as Mount Vesuvius. End to end they might stretch from New York to Terra del Fuego and back or they might not. Who cares?

But the point, if any, in mind is that the Big Show elephants are just about the finest creatures around The Greatest Show on Earth, although there are hundreds of truly splendid people and magnificent animals on the troupe, some two thousand in all. But be that as it may, here's to the elephants, God bless them!

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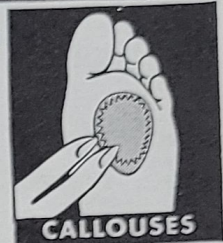
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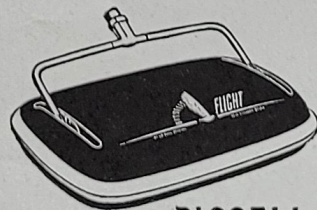
CALLUSES



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SOFT CORNS

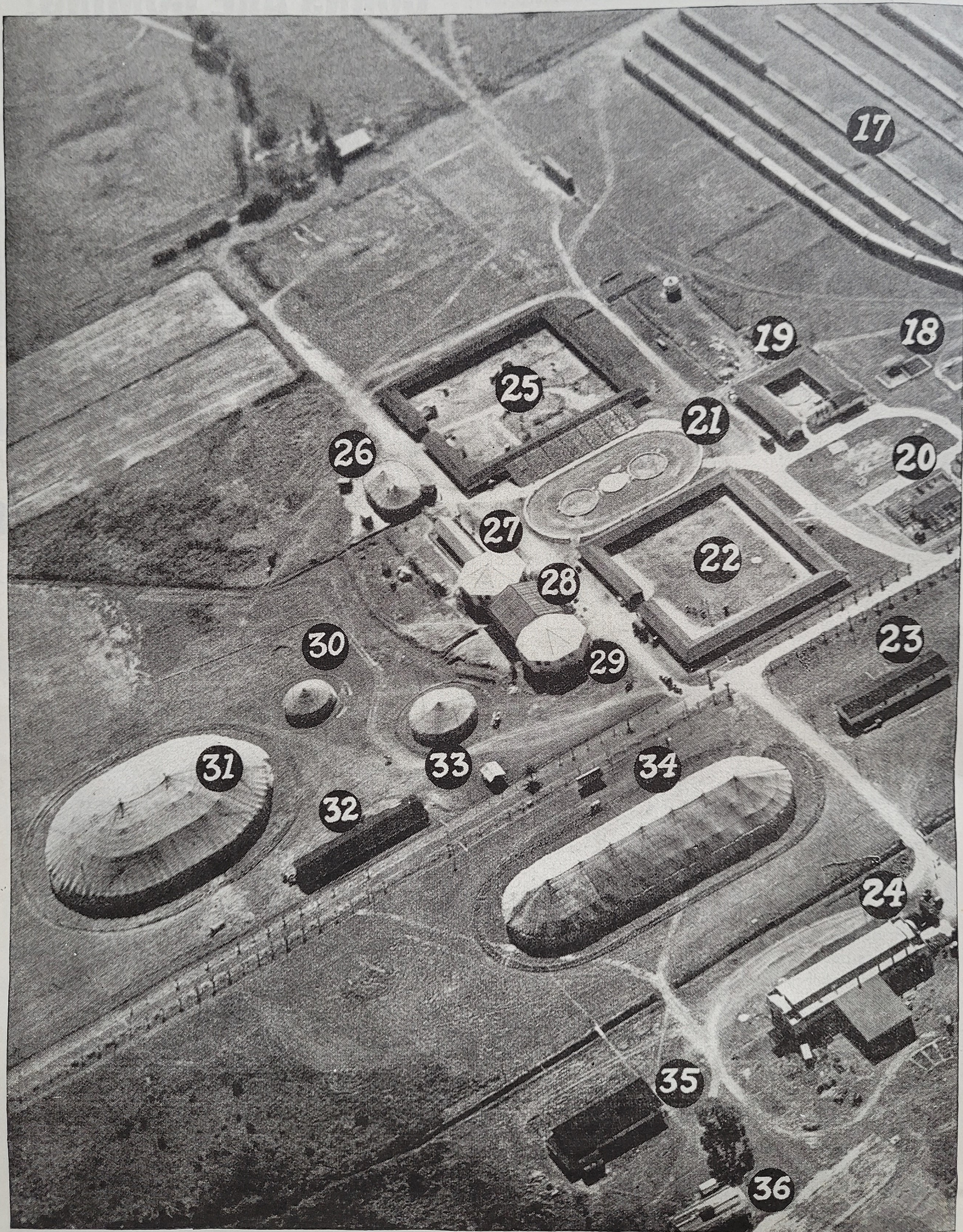


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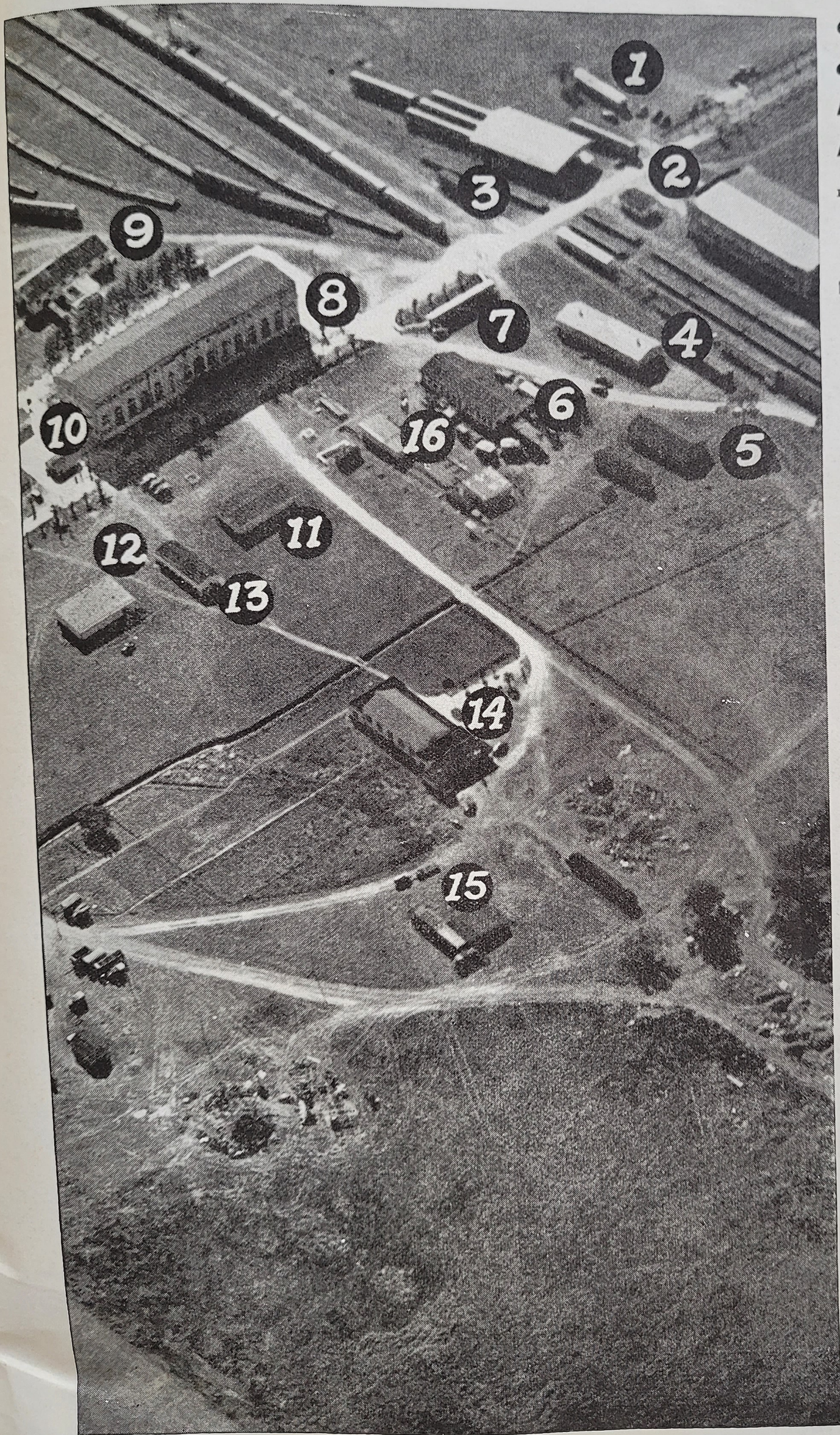
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WINTER QUARTERS SEEN FROM THE AIR



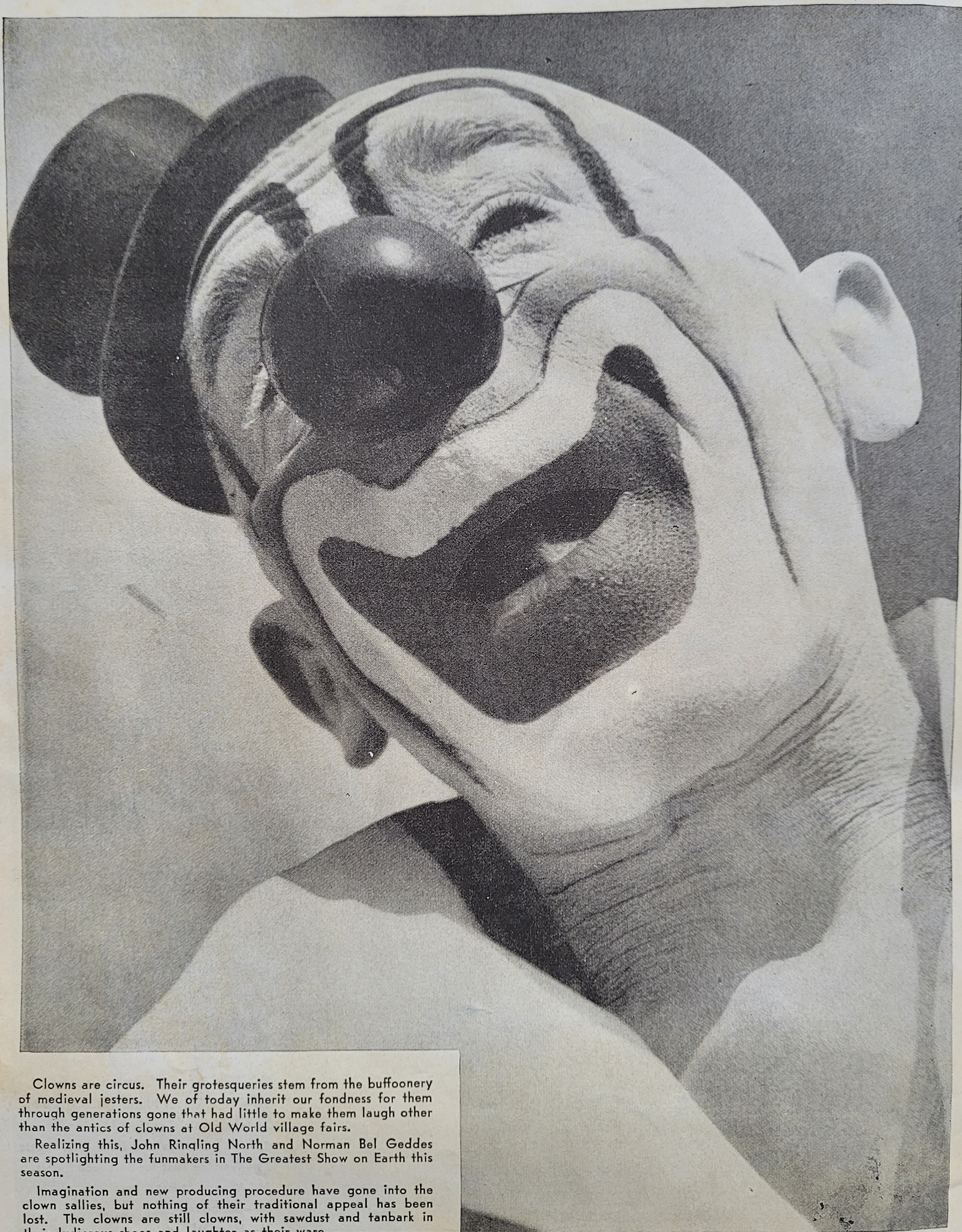
**Outstanding Aerial View
of The Big Show's Winter
Home in Sunny Sarasota,
Florida - - - -**

PHOTO BY LOOMIS DEAN

NUMBERED KEY TO POINTS OF INTEREST

- 1—Publicity Department
- 2—Railroad Car Shop
- 3—Train Shed
- 4—Canvas Storage Bldg.
- 5—Tent Pole Storage Bldg.
- 6—Electrical Department
- 7—Executive Offices
- 8—Indoor and Outdoor Menagerie.
Tent, Wardrobe and Harness Making
Depts. on Upper Floors (Rest Rooms
on Main Floor of This Building)
- 9—Giraffe House — Bear Cage,
Adjacent
- 10—Lunch Stand
- 11—Lumber Shed
- 12—Truck Garage
- 13—Pullman Supply Bldg.
- 14—Dining Hall
- 15—Dormitory
- 16—Seat Dept. and Rigging Shed
- 17—Railroad Yards
- 18—African Pongur Corral
- 19—Elephant House
- 20—Ape House and Aviary
- 21—Outdoor Training Arena
- 22—Stables and Horse Corral
- 23—Wood Working Mill
- 24—Machine Shop—Wagon Bldg. and
Blacksmith Depts.
- 25—Camels, Dromedaries, Zebras and
Llamas
- 26—Tent in Which Alfred Court's Wild
Animal Training Exhibitions Are
Given
- 27—Wild Animal Training Dept.
- 28—Horse Training and Carriage Stor-
age Bldg.
- 29—Ring Barn for Liberty Horses
- 30—High School Horse Training Tent
- 31—Aerialists' Training Tent
- 32—Hay Storage and Farm Implements
- 33—Training Tent for Bareback Riders
- 34—Wagon Storage Tent
- 35—Dormitory
- 36—Hospital

TANBARK PAGLIACCI



Clowns are circus. Their grotesqueries stem from the buffoonery of medieval jesters. We of today inherit our fondness for them through generations gone that had little to make them laugh other than the antics of clowns at Old World village fairs.

Realizing this, John Rinkling North and Norman Bel Geddes are spotlighting the funmakers in *The Greatest Show on Earth* this season.

Imagination and new producing procedure have gone into the clown sallies, but nothing of their traditional appeal has been lost. The clowns are still clowns, with sawdust and tanbark in their ludicrous shoes and laughter as their ware.

There's a big swing to **ICED COFFEE**



"The World-Famous Flying Concellos"—Photo by Maxwell Coplan

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currently appearing in Paramount's
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